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The newswweekly for pharmacy

July 30, 1994



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**Striking off for  
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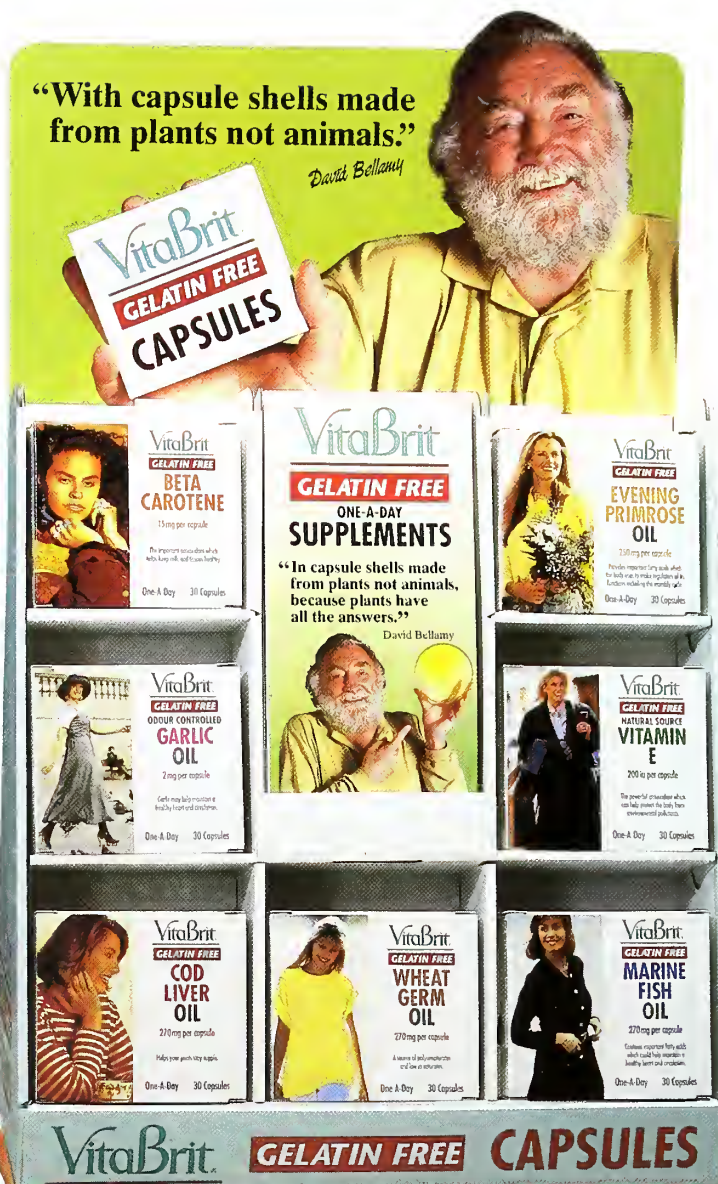
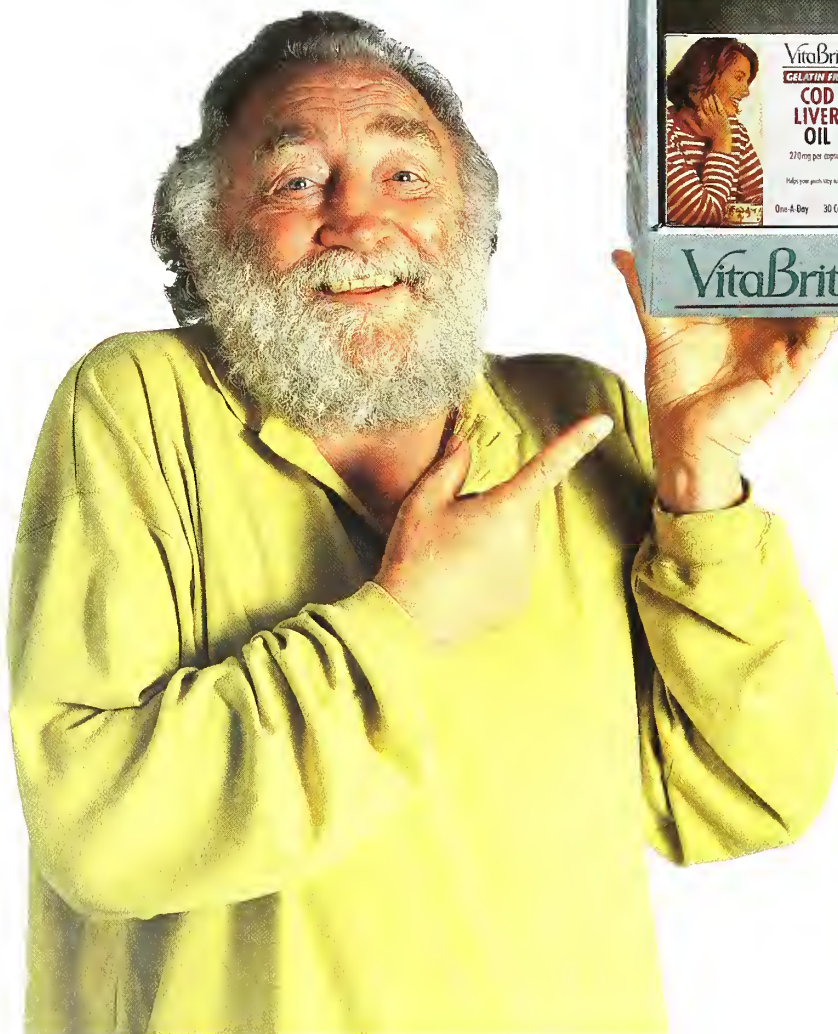
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## Comment

Pharmaceutical wholesalers are always seeking to add unique selling points (USPs) to their services. This week is no exception with Unichem launching a comprehensive planogram manual for its customers, courtesy of Moss Chemists Advisory Service, and AAH adding value to its space planning model with a product improvement, CM<sup>2plus</sup>. Numark has had planograms in place for a while and has just finished their roll-out. Distributors' USPs attract new customers for as long as they remain unique; low wholesale prices attract for as long as they are ultra-competitive, with good service, regular delivery and low out-of-stocks the key to retaining customers (*C&D* April 30, p726).

Pharmacists are supremely lucky to have major wholesale groups of the calibre of Unichem, AAH and Numark as well as the diminishing raft of independents with their particular specialities, local knowledge and individually tailored customer services. It is good news that Numark seems one-step nearer to achieving its restructure when pharmacy independent shareholders plan to take the place of wholesale members. A recent leader omitted the hope that Numark would survive the decline in its wholesale membership as key players sold out to Lloyds (**Comment** July 2), Unichem *et al*. There should be general delight at this week's progress,

although no one, least of all Numark, would deny the difficulty of its task.

Consumer choice is essential if monopolists are not to be tempted to abuse their power. While there is real competition for wholesale customers, services will continue to improve to attract newcomers. But with AAH, Unichem, grocery and pharmacy multiples now hungry for outlets, with or without NHS contracts, that may prove to be a forlorn hope.

Manufacturers are under the price cosh as never before. Self-distributors can drive a hard bargain; the bargain becomes harder with size and flexibility to 'deal'. Margins of 40 per cent plus are rumoured for the bigger groups, with lorry loads for small change as attractive as ever. Any manufacturer that drives sales by commission on volume/value achieved is always likely to produce the odd rogue shipment over land and sea — and not all have to be parallel imported.

Pharmacists have always bought well. But, all too often, some of the best buys are not merchandised as well as they might be. Wholesaler and manufacturer planograms are essential tools to improve shop floor presentation. Profit is only 'returned' when goods move off the shelf and pass through the till. The means to that end are in the hands of pharmacists — they must capitalise on the opportunity.



# Industry condemns proposed drugs list

Nine MPs, the Association of the British Pharmaceutical Industry and the Royal Pharmaceutical Society have all voiced their concerns over the proposed National Prescribing List.

The MPs, two of whom are Conservative, seven Labour, have responded to the Health Select Committee's recommendations by issuing an early day motion rejecting "the suggestion that only those products included in a limited list of a mandatory national formulary would remain reimbursable within the National Health Service".

Under the proposals, only 'approved' medicines can be prescribed by doctors and reimbursed by the NHS.

The MP lobby group noted that the setting up of a national formulary could threaten the range, quality and effectiveness of pharmaceutical products available to patients. As such, it opposes the introduction of any system which would further restrict the clinical and prescribing freedom of hospital doctors and general practitioners.

Welcoming the MPs' early day motion, the ABPI believes that the "idea of a centralised bureaucratic control on medicines is completely out of place at a time when the Government's thrust is aimed at devolving decision-making to doctors and patients at a local level".

The Association warned that a national prescribing list could result in pharmaceutical companies withholding or withdraw-

ing new medicines from the UK to avoid 'blacklisting' following the five-year review period. This comes despite the report's claims that doctors will still be able to prescribe 'blacklisted' drugs privately or with permission from pharmaceutical advisers.

The ABPI has urged the Government to refer the report to the Joint Strategy Working Group which includes its own representatives and those from the Department of Health, the Department of Trade and Industry, and the Treasury.

The Committee's recognition of the role of pharmaceutical advisers in cost-effective prescribing has been praised by the

RPSGB, which wants to see designated funding for the role. The Society does, however, consider the voluntary adoption of local formularies with expert input from pharmacies preferable to a national version which would "seriously distort the list and possibly lead to increased cost".

Chemical and pharmaceutical manufacturer Bayer says the Select Committee's proposal is "unrealistic and does not take into account differing local healthcare needs".

The company does, however, welcome the report's call for greater openness and discussion about the availability of medicines and their cost to the NHS.

## Top health job for Malone

The new Minister for Health is Gerald Malone MP.

The July 20 appointment sees the Winchester MP succeed Dr Brian Mawhinney, who takes up the post of Secretary of State for Transport. Dr Mawhinney has held the top health post since the last Cabinet reshuffle in April 1992.

Mr Malone previously worked in the Department of Energy and has been Secretary for Trade and Industry. He comes from a law background and is married to an NHS anaesthetist, Dr Anne Blyth.

Secretary of State for Health Virginia Bottomley retains her post.

Tom Sackville, Baroness Cumberlege and John Bowis remain Under Secretaries for Health.



## Demand for free NHS sanpro

Free sanpro on the NHS will be among the demands put to the Labour Party's annual conference in Blackpool this autumn.

Livingston constituency Labour Party has submitted a resolution urging the conference to recognise that "towels, tampons, etc, are essential healthcare items for all women for part of their lives". It therefore "insists

that the next Labour Government removes the unacceptable financial burden on millions of women and their families by ensuring the free provision of sanitary products on demand through GPs, health centres, etc".

A protest at the weekend closure of a hospital pharmacy is among the resolutions calling for

an end to the market-oriented NHS policies introduced by the present Government. The motion will be put by Warrington North constituency Labour Party.

Fylde constituency wants pharmaceutical companies to be made more accountable for the effects of their products and to share in the cost of establishing a 'no fault' compensation scheme.

## Review of hospital pharmacy

A Royal Pharmaceutical Society Working Group has been set up to review standards of practice in hospital pharmacy.

Recommendations are expected at the end of this month, with a consultation document due for consideration at the RPSGB's August Council meeting.

The working party includes representatives from the Guild of Hospital Pharmacists, the UK Clinical Pharmacists Association, regional pharmaceutical officers and the Centre for Pharmacy Practice.

• The Guild of Hospital Pharmacists has yet to reach agreement on pay. It is hoped that a deal will be hatched by September with the new pay structure due at the start of next year.

The drugs bill for 1993/4 is expected to rise in real terms by about 7 per cent, causing the Government "major concern".

The finding comes in NAHAT's new report, 'Health and the Economy', which suggests that drugs expenditure remains on the up for 1993/4, despite an overall policy of more cost-effective prescribing.

The drugs bill in 1992/3 was £2.6 billion or 79 per cent of total pharmaceutical spending.

Since 1978/9, net expenditure

on pharmaceuticals has risen by nearly 63 per cent in real terms, despite a more than doubling in gross costs covered by prescription charges. Over half the total non cash limited expenditure on Family Health Services is accounted for by pharmaceutical services.

In 1993/4, estimated gross expenditure on the NHS in England amounted to £30.7bn with a further increase of 5 per cent to £32.2bn forecast for

1994/5. This represents about 12 per cent of public expenditure and approximately 6 per cent of GDP — "an unusually low proportion, compared to other nations' spending", says the report.

Performance, in terms of life expectancy, is not markedly worse than most higher-spending countries. However, hidden costs — long waiting lists and the poor quality of hospital buildings — have to be taken into account.

## Drugs bill set to rise again



# Time for action, says FHSA pharmaceutical adviser

Pharmacists must become more integrated with the primary healthcare team if they want to build themselves a future, said Sue Ashwell, pharmaceutical adviser for Northamptonshire Family Health Services Authority, at a recent business meeting hosted by AAH Pharmaceuticals' Weedon branch.

Communication with other team members is vital, as is focusing on patient care, thinking about the outcome of drug treatment and treating each patient as an individual. The development of care protocols, repeat prescription reviews, re-

cording of interventions and constructive feedback to the primary care team were also part of her "personal vision of the future".

A community pharmacist herself for 14 years, Ms Ashwell thought that the time had come for pharmacists to stop talking and start getting to grips with the changes they had to make.

"Instead of taking a back seat, pharmacists need to manage minor ailments properly and discuss the therapies available with their patients," she said. "All this involves communication. Without it they will not know

what matters to their patients."

Pharmacists needed to devise marketing strategies, identify more clearly their target markets and decide on the direction they should take, she continued.

"You won't go far wrong if you aim to fulfil the sales maxim that to promote your business you need to ensure that some of your customers, at least, are very pleased with your services — they will tell their friends," added Ms Ashwell.

AAH says that this is the view it is reiterating to customers. Mike Shears, Weedon branch manager, commented: "There is only so much money to go round. Pharmacists have to fight their corner and demonstrate their commitment to primary health care. It's up to every one of them to do the best they can and hold on to their businesses without any reduction in standards or service."

"Pharmacists should also be more prepared to respond to management support. Almost every FHSA has a pharmaceutical adviser like Sue Ashwell who addresses these issues every day."

## Pharmacy sets up in health centre

A pharmacy has opened in a new £1.25 million health centre in Rochester despite opposition from another pharmacy in the area.

The Dame Sybil Thorndyke Health Centre was set up as a limited company with shareholders. The surgery boasts five fundholding general practitioners and a dentist.

When the surgery relocated from its previous site nearby, Pharmacist John Shaw recognised there was great potential to be gained from a pharmacy being situated within a health centre.

The move, however, has not been welcomed by local pharmacy chain Paydens, which has a branch near to the new site. According to commercial manager Steve Martin, the chain appealed against the decision to set up the pharmacy out of concern that patients' interests might be compromised.

Worried that the GPs' prescribing habits may be influenced, he explained: "The doctors have a financial interest in the pharmacy and we are against this occurring in the patients' interest. Pharmacy should be totally independent from prescribers."

The appeal was overturned.

So far, Mr Shaw has set up a



Health Minister Baroness Cumberlege recently visited the National Pharmaceutical Association's offices in St Albans for an informal meeting and departmental tour. She is pictured with NPA group director Tim Astill

## NPA chief comes out fighting

NPA vice chairman Wally Dove is fighting the dispensing threat to his Oxfordshire pharmacy with a concerted PR campaign.

Ballard & Co in Faringdon, faces a 42 per cent drop in NHS dispensing income if an application to dispense by local GPs is accepted (C&D July 23, p114).

Since the application by Dr Humphreys and Partners was received by the Oxfordshire FHSA on July 7, Mr Dove has defended his business with a supporting petition, signed by about half of the town's population, held face to face interviews with the GPs in question and has met local MPs.

Speaking at a local town meeting, Mr Dove called the GPs' proposal "an illustration of one profession trying to take over another without the expertise and the training to do it".

To support his argument, he cited a report published in the medical press revealing that about 3 per cent of GP prescriptions contain some sort of error. He said: "It just doesn't make sense for the Treasury to pay twice as much for a service to have it done one-tenth as well."

The vote came out 130 to nine against the doctors' proposal, with three of the nine opposition being GPs from Dr Humphreys'.

Commenting on the result, Mr Dove says: "Although there is no statutory obligation, the FHSA must take some notice of this level of support".

quarterly-reviewed practice formulary and is embarking on an injectable package initiative with the dentist.

In addition to the pharmacy's over the counter and prescription medicines, everyday goods such as personal care and beauty products are also sold.

## BPSA cries foul over pre-reg exam

The British Pharmaceutical Students Association has slammed part of this year's pre-registration exam as "the most unfair ever".

Speaking on behalf of the BPSA, president Chris Poole criticised the closed book section of the exam as "just not assessing the sort of knowledge that a pharmacist would require on a day-to-day basis."

"Several questions were ambiguous and many required an unfair level of detail about subjects that you would not give advice about without looking it up first."

Speaking with other candidates, Mr Poole says that there was very violent and widespread opposition to this year's exam. "Almost all pre-reg students experienced an unfavourable reaction," he says.

Last year, there were also complaints that the examination was unfair in places. However, it is understood that this was not a general feeling of discontent.

In light of the bad feeling, Mr Poole has written to the Society, demanding an explanation.

Responding to the points raised, Dr Rob Dewdney, director of the Society's Educational Department, has reassured the BPSA about the quality assurance system already in place. "I am

entirely comfortable with this year's results and, compared with last year, performance did not throw up any surprises," he says.

Last year, 7 per cent of candidates failed, although this year the performance of re-entry students will also have to be considered. Exact pass rate figures are not available until the Council has met.

Dr Dewdney adds: "It is human nature to overfocus on a question that has troubled you and it is very easy to say it was ambiguous when you simply couldn't do it."

"Our quality assurance system is very strong and before a question ever appears on the paper, it is chosen by a practitioner in pharmacy, reviewed, pre-tested and reviewed again. In addition, questions can be thrown out after the event if we feel them to be unfair. Last year we dropped one. This year was the same. In my opinion, it was a fair exam."

Regarding the open book section, Mr Poole is more positive, stating that it was a "fair assessment of a candidate's ability to use literature effectively and accurately". He was also happy with a number of logistical improvements, notably that pass confirmations were more personalised.

However, she did add that it looked as if the scare of early July — when there were two suspected cases of meningitis within one week — had passed.

The protocol for treating meningitis in children under one year old is 5mg/kg rifampicin; for children aged one to 12, 10mg/kg; and for adults and children over 12, 600mg twice daily for two days.

## Meningitis could still return

Pharmacists in Taunton are warned to remain vigilant after 12 cases of meningitis so far this year.

According to Dr Janette Treagust, Registrar of Public Health Medicine, Somerset Family Health, the incidence of the disease in the area is above the national average and, because of its recurring nature, pharmacists should remain on the alert.



# Pharmacist struck off for passport offences

Nigerian Oliver Babatunde Dalley has been struck off the Royal Pharmaceutical Society's Register for professional misconduct relating to passport offences.

Mr Dalley, 51, of New Adlington, Surrey, appeared before Horsham Road Magistrates Court on May 13 last year, where he denied, but was found guilty of, dishonestly obtaining a British passport. He was fined £700 with £100 costs.

David Bradley, representing the Society, confirmed that Mr Dalley, working for Beechams in Nigeria, had visited the UK.

Mr Dalley last arrived in Britain on March 30, 1992, when he was granted a visa for six months, one of the conditions of which was that he could not apply for a British passport during its validity. On September 23, 1992, he made an application for residency in the UK on a permanent basis "because he wished to look after his children who do have British citizenship", said Mr Bradley.

Mr Dalley was arrested at his home on February 3 last year by representatives of the Home Office Immigration Service and New Scotland Yard International Organised Crime Branch.

When interviewed, he denied applying for, or receiving, the passport. When shown the application form, he admitted he had provided his details to a company called Absolute Visas Limited, which police have been unable to trace.

Mr Bradley said Mr Dalley knew very well that, as a visa holder, he had no right to make the application. The passport was never recovered.

Detective Constable Bernard Connolly of the IOCB told the tribunal an internal investigation at the passport office had revealed many fraudulent passport applications, the details of which were relayed to the police and, as a result, certain members of staff from the office were also convicted.

"We believe that this is a

conspiracy. An applicant, along with others, conspired to obtain a British Passport," said DC Connolly.

Mr Dalley, however, has protested his innocence throughout. His lawyer, David Reissner, told the Committee that Mr Dalley had maintained his innocence consistently and that he had been a hard-working pharmacist for some 18 years without any previous trouble, adding that Mr Dalley was not convicted of anything which created a danger to the public.

Announcing the Committee's decision, chairman Gary Flather QC said the Committee did not question Mr Dalley's criminal conviction. It had to accept that Mr Dalley did receive the passport. "We think the motivation was to work in this country, so that he could support his children," said Mr Flather.

Striking Mr Dalley from the Register, he described the offence as "not only dishonest but thoroughly dishonourable".

at 45 Craven Road, Paddington, on August 19, 1992, asking to speak with the pharmacist, Mr Patel. She was told he was not present.

While waiting for him to arrive Mrs Brophy noticed Mr Adebayo dispensing the drug to a customer. She asked him if he was a pharmacist. He said he was and continued with the sale. Mrs Brophy then identified herself as an inspector and Mr Adebayo admitted he was in fact a preregistration graduate and not a pharmacist.

Mr Patel returned 15 minutes later, whereupon he and Mr Adebayo were interviewed by Mrs Brophy. Mr Adebayo said his boss had prepared the medicine already and he only gave it to the customer.

Mr Patel defended his actions by telling Mrs Brophy: "I was under the impression the prescriptions could be handed out if I was downstairs or in the toilet or something."

"I told Mr Adebayo not to sell Pharmacy medicines until I came back 20 minutes later. I thought it was okay to hand out prepared, bagged-up prescriptions."

Mrs Brophy told the hearing she had visited the premises on various occasions for the last nine years and found them to be generally satisfactory.

Mr Patel told the Committee he felt "morally obligated" to protect his employee but, when he saw the consequence of his actions — prosecution, conviction, fines and a £10,000 legal bill — he realised he had been "foolish".

"My initial reaction was to assist Mr Adebayo by covering up for his mistake," he said.

Mr Patel explained that he instructed his staff not to sell Pharmacy only drugs — Mr Adebayo, a qualified pharmacist in Nigeria, should have known that and his actions were nothing more than "a momentary lapse of professionalism".

Although he pleaded guilty to the magistrates court and still believes the company to have been liable, Mr Patel said he himself now emphatically denied the charge and blamed his plea on poor legal advice.

Committee chairman Gary Flather QC said the Committee was "bound to accept" the facts which were consistent with his conviction. The Committee's view was that Mr Patel was unfit to be on the Register, but took into account his impressive references and the fact that Mr Adebayo was "all but in a technical sense competent to dispense medicine".

Mr Patel who has no previous convictions on his record, was given a reprimand.

The Committee has since heard that Mr Adebayo has now qualified as a UK pharmacist and is currently practising.

## Lack of pharmacy supervision

Two pharmacists from Mid-Glamorgan, who kept one of their pharmacies open every Saturday for years without the proper supervision of a pharmacist, have been reprimanded by the Royal Pharmaceutical Society.

Richard Cole, of Troed-y-Bryn Pharmacy, Penyrheol, Caerphilly, and David Williams, of Central Pharmacy, 68 High Street, Ferndale, Rhondda, appeared before the Statutory Committee, facing an allegation of professional misconduct. They are both directors and joint shareholders of Cromabrook Ltd, a company which owns four pharmacies.

On March 17 last year at Mid-Glamorgan Magistrates Court, Mr Cole and the company both pleaded guilty to unlawfully allowing an unsupervised non-pharmacist to sell Panadeine tablets to a customer, contravening the 1968 Medicines Act.

Mr Cole and Cromabrook Ltd were each fined £750 and the company was ordered to pay £759 costs to the Society.

The offence related to the Central Pharmacy at 68 High Street, Ferndale. A Society inspector, posing as a customer, asked a young female assistant for Panadeine tablets. After referring the request to another assistant, she produced the drug for the inspector. He then asked if the pharmacist was present and was told that he was not.

The inspector also asked if it

was possible for him to drive while taking Panadeine. The assistant did not know, she was also unaware of any restrictions on the sale of such drugs. She told the inspector that Mr Williams — who usually supervised during weekdays — was in the United States and Mr Cole could not be contacted.

Mr Cole was subsequently interviewed. He admitted that for three years the pharmacy had been opened on Saturdays, and for the last three months also on Thursdays, without the presence of a pharmacist.

He said he instructed his staff not to sell Pharmacy medicines, such as Panadeine, but he appeared not to know that a pharmacist was supposed to be on the premises.

"We have been honest," Mr Cole told the Committee. "We have told the truth and we didn't try to deceive anyone."

Committee chairman Gary Flather QC told the defendants: "Though there is no evidence of pharmacy medicines being sold prior to May, 1992, it was on the cards at any time that such a thing may happen. That sort of thing is so far removed from personal control that we don't have any difficulty at all in this case."

He said Mr Cole, superintendent pharmacist of four shops, was more to blame because of his position. "In the experience of some members of

this Committee, this is the worst case in recent years of a lack of control," said Mr Flather. Mr Cole and Mr Williams had since set the matter straight and appeared remorseful, continued Mr Flather. "While their ignorance is appalling, their culpability is mitigated."

Mr Flather added: "The public need to be protected when offered medicinal products."

## Professional misconduct reprimanded

Jay Prakash Patel, director, majority shareholder and superintendent pharmacist of Jersey Lodge Ltd, has been reprimanded by the Royal Pharmaceutical Society Statutory Committee for professional misconduct.

Mr Patel, of Hounslow, Middlesex, and his company, pleaded guilty at Wells Street Magistrates Court on July 8 last year to unlawfully allowing Babatunde Adebayo, an unsupervised non-pharmacist, to dispense allopurinol — a prescription medicine to a customer. Mr Patel and Jersey Lodge Ltd were each fined £500 and were each ordered to pay £1,000 costs.

David Bradley, representing the Society, said Society inspector Mary Brophy made a routine visit to Moores Chemists



## Blues battle

Defeating depression is the latest campaign to be taken up by the Pharmacy Healthcare scheme.

According to its representatives, mental illness affects about six million people every year and accounts for about 40 per cent of NHS pharmaceutical costs.

To help pharmacists play their part in meeting the Health of the Nation targets for mental health, a leaflet on depression is available from the Pharmacy Healthcare Secretariat.

• The Pharmacy Awareness Week planned for October has been postponed until spring 1995.



## Xrayser — whiter than 'white list'?

It seems that I am the only one who approves of the concept of a 'white list', as suggested by the Commons Health Committee (C&D July 23, p113). This idea is to slowly develop a rational list of drugs which may be prescribed on the NHS until eventually a National Formulary is produced.

With few exceptions, including the Department of Health, the Association of British Pharmaceutical Industries and the Royal Pharmaceutical Society, the idea of a national formulary was opposed. But with limited resources available for the NHS, we must all be prepared to prioritise. I would prefer a rational limited 'white list' to the present arbitrary 'black list', with its myriad of inconsistencies.

In fact, there is only one recommendation of which I would positively disapprove and that is generic substitution. Accountability for prescribing costs must be retained by the prescriber, otherwise both that responsibility and the resulting patient problems will quickly pass to the pharmacist. No, that particular buck should stay firmly in the doctors' court. In any case, as a national formulary was implemented, generic substitution as an answer to drug costs would become increasingly irrelevant.

For a report emanating from the House of Commons, this one is encouragingly constructive and contains many rational ideas for controlling the drugs budget, while maximising the efficiency of supply to the patient. It is, for once, not the ideological ravings of party politics, but the considered opinions of a cross-party committee. It tackles inherently difficult problems in a constructive but sensitive manner and I would expect our respective pharmaceutical organisations to be equally constructive in their response.

## Suitable cases for optimism!

I have been taken to task for rarely reporting on the good news in the fortunes of British Pharmacy. Well, have I news for you. My desire to be cheerful is only surpassed by the dearth of news which would otherwise allow that optimistic demeanour.

But I aim to please; so not downcast I have trawled the pages of this week's C&D and I am pleased to announce that the Pharmaceutical Society Negotiating Committee is to press the Government for financial recognition of our fine productivity record — Jimmy Knapp take note!

I am also delighted to see that Birmingham Local Pharmaceutical Committee is seeking solidarity by requesting Boots and the Co-op to support other community pharmacists in resigning from the welfare milks scheme. And it was wonderful news that the new Secretary for Transport is Dr Brian Mawhinney!

I also agree with you that things could be better in the Teutonic Republic. I, too, am generally content in this sceptred isle. All in all, I am a happy person basking in the sunshine of vocational poverty and confident that my optimism is well founded. That Boots and the Co-op will resign in Birmingham; that the

signalmen will create our precedent, and that Gerry Malone will help to melt Virginia's heart. Or maybe this has been a very bad dream!

## Female plumbing et al

The subject of the female plumbing system has been sufficiently well publicised that I find very few ladies who are embarrassed about discussing their problems. Most have a commendably high knowledge of their own anatomy and physiology! Men, on the other hand, are still amazingly ignorant about their systems!

Overcoming this problem is a challenge that our developing health education role could usefully tackle, so I was particularly interested to receive a new video entitled 'Male health and the prostate'. I looked forward to adding another informative video to my ever-growing library.

This time I was disappointed because this video reflects the Victorian attitude men still seem to have towards the health of their own bodies. The only subject of concern was benign prostatic hyperplasia (BPH), with no mention made of other conditions of which men should be aware. The subject was treated almost apologetically, with the implication that the majority of men have no need to worry — as if 33 per cent of sufferers over the age of 50 is insignificant!

The explanation of the reasons for BPH and its diagnosis were reasonable, but then the only advice offered was that if you were worried, you should consult your doctor. The whole emphasis was negative and conciliatory with no attempt made at defining prognosis, outlining alternative treatments or other sources of help and advice.

Prostate problems in men are real and extremely common, but they are rarely publicised, and most men are very embarrassed to discuss them. Ladies have access to a wealth of information. It really is about time similar facilities were made available for men and, as I have said before, what better place to start that campaign than at the local community pharmacy.

## Canada OTC

Canadian pharmacists, battling to prove their worth to the country's purse string holders, are using an intervention study as ammunition.

The 'Community Pharmacist Intervention Study' shows that Canadian pharmacists step in on average three times every day when dealing with OTC products and mediate on 2 per cent of all new prescriptions dispensed.

However, the Canadian Pharmaceutical Association's findings proved a double-edged sword: trained observers noted an under-reporting rate of around 50 per cent on OTC and prescription products.

The study, published in Canada's *Pharmacy Post*, took in 1,367 pharmacists in 534 pharmacies randomly selected across the country.

## Pharmacy profile must be pushed

Pharmacists need to improve public and professional perceptions of their role to ensure full integration into the primary healthcare team. This was the message from a series of workshops organised by MEL Research at Aston University.

However, improving GP partnerships should not be the only area that pharmacists focus on: health visitors, social workers and residential care managers are also important links.

Pharmacists should also assess the way in which they market themselves to primary care purchasing agencies and develop marketing plans which evaluate agencies as potential customers and other health professionals as joint venture partners.

They could also opt into local groups to gain funding for services, just as GPs do. This approach bypasses multiples, giving them less of a competitive advantage.

# Topical REFLECTIONS



# Medical matters

## Asthma control needs to be tailored

An alternative to the British Thoracic Society's guidelines on asthma management has been proposed in a *Lancet* report.

The BTS guidelines recommend increasing the corticosteroid dose in patients who still have symptoms while on inhaled steroid therapy. However, greater improvement in lung function and control of symptoms can be achieved by adding the long-acting inhaled  $\beta_2$ -adrenoceptor agonist salmeterol, says a study conducted on behalf of the Allen & Hanburys UK Study Group.

Some 429 adult patients with symptoms on 200 $\mu$ g beclomethasone dipropionate (BDP) twice daily, via an MDI, were randomised to receive either 50 $\mu$ g salmeterol twice daily, via a Diskhaler, or an increased steroid dose of 500 $\mu$ g twice daily, plus placebo, for six months. Some 50 per cent of patients receiving salmeterol experienced more than a 5 per cent (around 17L/min) improvement in peak expiratory flow, compared with

only 36 per cent in those receiving an increased steroid dose. Salmeterol addition also produced better symptom control and reductions in the use of a rescue bronchodilator, particularly at night, compared with increasing the BDP dose.

Mild exacerbation of asthma symptoms occurred in less than half the patients in the study, with one severe exacerbation in a patient on salmeterol.

Overall, the authors note, regular  $\beta_2$ -agonist therapy was not associated with any risk of deteriorating asthma control. However, the results suggest "a need for a flexible approach to asthma management", they say.

Dr Jennie Sykes, Serevent (salmeterol) medical advisor for Allen & Hanburys, says the results are positive for Serevent, but emphasises they are restricted to defined populations. "This is the first of several positioning studies to ascertain exactly where Serevent should be placed in relation to inhaled steroid use," she says.

## Drug hope for brain injuries

A new drug which offers hope in the treatment of neurotrauma may be marketed by the year-end.

Freedox (tirilazad mesylate), from Upjohn Pharmaceuticals, is a lipid peroxidation inhibitor which limits secondary tissue injuries. These are characterised by a series of destructive biochemical events which hinge around lipid peroxidation.

Data presented at the 7th

European Congress of Intensive Care Medicine reveal that tirilazad mesylate improves survival and functional outcome in patients with subarachnoid haemorrhage, following the rupture of a cerebral aneurysm.

It also has a neuroprotective effect against ischaemia, free radical injury and may be of benefit in neural infections, such as meningitis.

## New type of AIDS research

AIDS research will take a new direction in the second half of the 1990s, according to doctors at London's Chelsea and Westminster Hospital.

A miracle cure is unlikely; instead research will focus on quality of life, with small improvements adding up to longer and better lives for patients. There have already been dramatic improvements in the treatment of opportunist infections, said Professor Brian Gazzard, clinical director of the HIV unit.

Professor Gazzard was speaking at a press conference last week to publicise the Crusaid

Centre, a new research and treatment unit due to open at the hospital in December. An information exchange will give the public, as well as health professionals, access to data on worldwide clinical trials, enabling patients to become much more involved with their own treatments.

Crusaid, the charity which aims to improve the quality of life for patients with HIV and AIDS, is halfway through an appeal to raise £1 million for the centre. The sum raised will be matched pound for pound by the North West Thames Regional Health Authority.

## Lower dose thiazides for hypertension

The lowest possible doses of thiazide diuretics should be used in treating essential hypertension, says a *British Medical Journal* study.

It reveals that a lower dose bendrofluazide is as effective as a more conventional dose in reducing hypertension, while avoiding the adverse metabolic effects associated with thiazide diuretics — impaired glucose tolerance which can lead to diabetes mellitus.

Some 16 non-diabetic patients with essential hypertension were randomly assigned either 1.25mg or 5mg bendrofluazide as a single

daily dose for 12 weeks. Both doses achieved similar falls in systolic and diastolic blood pressure.

However, the higher strength caused hypokalaemia and hepatic insulin resistance. The latter effect results in hyperinsulinaemia and increased basal endogenous glucose production. These have been implicated in the subsequent development of impaired glucose tolerance and non-insulin dependent diabetes in patients treated with thiazide diuretics. In contrast, the lower dose had no effect on potassium levels or hepatic insulin action.

### Script Specials

## Pure approach to haemophilia treatment

Replenine, from Bio-Products Laboratory, is a high purity concentrated Factor IX for treating bleeding episodes and maintaining plasma Factor IX levels in haemophilia B.

Treatment with low purity Factor IX products have shown a potential risk of thrombosis and disseminated intravascular coagulation. In contrast, Replenine is 10,000 times purer than the source venous plasma.

It is available as a single dose 500iu vial for intravenous use and is reconstituted in 10ml sterile water for injections, supplied with the product. The basic NHS price is £180 per vial.

Replenine is manufactured from plasma donated by voluntary UK blood donors as BPL is a non-profit division of the National Blood Service. **Bio-Products Laboratory. Tel: 081 905 1818.**

### Irriclen clean

Irriclen, from Convatec, is a GSL sterile aqueous solution containing 0.9 per cent w/v sodium chloride in a non-metered aerosol can. It is used for topical irrigation and cleansing of traumatic wounds in all ages and retails at £5.25 (trade £2.98) for 240ml. **Convatec Ltd. Tel: 0895 678888.**

### Panpharma changes

Panpharma's Hirudoid cream and gel are switching to 50g pack sizes, once stocks of existing 40g packs are exhausted. The new packs have an NHS price of £2.38 (retail £4.19). **Panpharma Ltd. Tel: 0494 766866.**

### Hospital Oruvail

Rhône-Poulenc Rorer has introduced a hospital pack of Oruvail Capsules 150mg x 100 with a basic NHS price of £33.25. **Rhône-Poulenc Rorer. Tel: 0323 721422.**

### Platet discontinued

Roche Products has discontinued Platet 100mg x 30 tablets. Roche advises that existing stocks be used in the normal way, as returns will

not be accepted. **Roche Products Ltd. Tel: 0707 366000.**

### Zestoretic 20

Zestoretic (lisinopril 20mg, hydrochlorothiazide 12.5mg) will be known as Zestoretic 20 from August 1, following the launch of Zestoretic 10 earlier in the year. Existing stock can be dispensed for patients with prescriptions for Zestoretic 20. In-pack leaflets will inform patients of the name change. **Zeneca Pharmaceuticals. Tel: 0625 535999.**

### Losec form gets OK

The European Union Committee for Proprietary Medicinal Products has endorsed the safety of Astra Pharmaceutical's injectable form of omeprazole (Losec). The injectable form is not licensed for use in the UK, but has been used on a named-patient-only basis.

### Propranolol SR

CP Pharmaceuticals has added propranolol 80mg SR capsules to its generic range. The capsules are clear/opaque white and are packed in blisters of 28. The basic NHS price is £5.54. **CP Pharmaceuticals. Tel: 0978 661261.**



# WHEN THE QUESTION IS PAINFUL PILES THERE ARE GOOD REASONS WHY YOUR ANSWER SHOULD BE HEMOCANE

When a customer asks you to recommend an effective remedy for painful piles, HEMOCANE may not always be the first one that you think of.

However, once you've seen the evidence from a recent follow-up study based on over 14,000 new users, we think you'll have good reason to recommend HEMOCANE first.

## Fast-acting HEMOCANE

HEMOCANE contains five active ingredients to provide fast, effective relief from the misery of piles.

No other OTC product has this logical combination of ingredients.

- Lignocaine, for immediate and effective relief of pain and discomfort

- Two proven antiseptics, benzoic acid and cinnamic acid, to help the healing process

- Plus, the protective agents, bismuth oxide and zinc oxide to soothe irritation and burning as well as reducing discomfort



## The HEMOCANE Evidence<sup>1</sup>

1. The study confirmed that over 93% of new users rate HEMOCANE as better than their current haemorrhoid product.
2. The two leading reasons for liking HEMOCANE were the speed of pain relief and ease of use.
3. Over 90% of trialists rated the product as "good" or "very good" in the relief of pain and soothing of itch/burn, the two major causes of discomfort.
4. Over 90% of new HEMOCANE users say they will use it again.

These results confirm you can confidently recommend the soothing action of HEMOCANE to ensure satisfied users and repeat purchases.

## Non-staining, Non-greasy, Easy to Use

The ingredients are combined in a non-staining, odourless formulation. Available as suppositories or as a thick, non-greasy cream with its own unique applicator, making it easy and convenient to use, just where it's needed.

Efficient  
application direct  
to the site of  
irritation

We're confident that HEMOCANE will be the answer to your recommendation questions. If you still need convincing write off for a professional sample\* to: HEMOCANE Professional Sample Offer, FREEPOST RG494, Wokingham, Berkshire, RG11 1BR.

And, remember to ask your Intercare representative about the SPECIAL BONUS DEALS available during July and August.

So, recommend soothing HEMOCANE - not only to help with problem piles but to help ensure satisfied, loyal customers.



**PRESENTATION:** Hemocane is available in both cream and suppository form. **Cream:** Smooth, white, odourless cream containing five active ingredients: Lignocaine Hydrochloride BP 0.65% w/w, Zinc Oxide BP 10% w/w, Bismuth Oxide 2% w/w, Benzoic Acid BP 0.4% w/w, Cinnamic Acid BP 0.45% w/w. The cream is supplied in 25g & 45g tubes together with an applicator for use in the treatment of internal haemorrhoids. **Suppositories:** Ivory coloured 2gm torpedo shaped suppositories containing five active ingredients. Lignocaine Hydrochloride BP 11mg, Zinc Oxide BP 300mg, Bismuth Oxide 25mg, Benzoic Acid BP 8mg, Cinnamic Acid BP 9mg. The foil-wrapped suppositories are supplied in packs of 12 suppositories. **USES:** **Indications:** **CREAM:** for the effective treatment of the symptoms of internal and external haemorrhoids. **SUPPOSITORIES:** for the effective treatment of symptoms of internal haemorrhoids. **RECOMMENDED DOSAGE:** **ADULTS:** **CREAM:** Apply Hemocane Cream to the anal area as required, especially morning, evening and after bowel movements. **SUPPOSITORIES:** Use one suppository morning and night, and after bowel movements. **CHILDREN:** Not recommended. **CONTRA-INDICATIONS, WARNINGS:** Sufferers from haemorrhoids are advised to consult a doctor. If the symptoms persist or, worsen, or an allergic reaction or rectal bleeding occurs, discontinue use immediately and consult a doctor. The products are for external use only. **Pharmaceutical Precautions:** Cream: Store in a cool place. Suppositories: Store in a cool, dry place. **Legal Category:** Cream GSL. Suppositories GSL. **Product Licence Number:** Cream: PL 0255/0020 Suppositories: PL 0255/0017

INTERCARE

Intercare Products Limited, 7 The Business Centre, Molly Millars Lane, Wokingham, Berkshire RG11 2QZ.



A SANDOZ COMPANY

Reference: 1. Data on file, Intercare Products Limited.

\*Only one tube of HEMOCANE per pharmacy throughout the campaign.



For relief  
from itching  
and  
inflammation,  
employ a  
double agent.

Presenting Double Agent Eurax Hc.

Mission: To locate and eliminate itching  
and inflammation.

Weapons: Crotamiton to relieve itching,  
Hydrocortisone to reduce inflammation.

Duration of Mission: Up to 10 hours.

Status: The only combination steroidal  
product available OTC.

Eurax Hc. Licence to Quell.



ciba ZYMA HEALTHCARE IS PART OF THE CIBA GROUP



ACTIVE INGREDIENTS: Eurax Hc contains Crotamiton BP 10% and Hydrocortisone BP 0.25%. Indications: Relief of inflammation and pruritus associated with irritant contact dermatitis, allergic contact dermatitis and insect bite reactions. DOSAGE: ADMINISTRATION: Adults and children over 10 years: Apply sparingly over a small area twice a day for a maximum period of 1 week. Occlusive dressings should not be used. Not recommended for children under 10 years. Contra Indications: Hypersensitivity to any component of the formulation. Bacterial, viral or fungal infections of the skin. Acute exudative dermatoses. Application to ulcerated areas. Use on the eyes/face, ano-genital region, broken or infected skin including cold sores, acne and athletes foot. Side-effects: Occasionally at the site of application signs of irritation such as a burning sensation, itching, contact dermatitis/contact allergy may occur. Use in pregnancy and lactation: Use in pregnancy or lactation should only be at the doctor's discretion. LEGAL CATEGORY: P PRODUCT LICENCE NUMBER. 0001/SOIOR. DISTRIBUTOR: Zyma Healthcare, Holmwood, RH5 4NU. DATE OF PREPARATION: June 1994. PRICE: £2.49.



# Counterpoints

## Heaven scent

Clarins, known for its skin care and more recently for its colour cosmetics, has finally ventured into fragrance.

Called Elysium, it is described as "a celebration of the earth's flowers, fruits and woods". It has notes of lily of the valley, jasmin and freesia, combined with rose de clarice. Fruity notes used are papaya, watermelon and apricot.

Available only as an eau de toilette concentrate (a concentration between an edt and edp), the range comprises: 20ml purse spray (£17), 50ml natural spray (£31), 50ml splash (£31), 100ml natural spray (£40) and 150ml body lotion (£20).

It goes on counter in October. **Clarins (UK) Ltd.** Tel: 071 629 2979.

## Guerlain kisses

Kisskiss is the latest long-lasting lipstick from Guerlain, containing ceramides and a sun filter.

Presented in a stylish yellow and white gold package, it fits well into the L'Or de Guerlain prestige colour line.

It is available in 12 shades in the four classic families of red, pink, orange and brown. It retails at £14. **Guerlain Ltd.** Tel: 081 998 1646.



## New Bond Street fragrance with that certain attitude

So...? is a new perfume for the 'wild at heart' 19-25-year-old woman. It is marketed by a new division of Yardley, Bond Street Perfumery.

It is a floral fruity fragrance with notes of orange flowers, jasmine and tangerine.

Packaging is modern with the bottle being a clear glass cube topped by a chunky black and red cap. The perfume itself is tinted pink. Outer cartoning is bright red with gold graphics.

The range comprises: perfume spray (20ml,

partnership with the clothing retailer Monsoon, the September launch will be supported by a £1 million TV campaign, coupled with a women's press package, including scent strips. Some £2.1m will be spent on the brand in the first 12 months.

Packaging for the range is striking in shades of aquamarine accented with copper. The bottles for the eau de toilette and parfum are both irregular and made of blue glass, but are

topped with different caps. The edt has a conical copper cap, while the parfum is topped with a blue glass stopper and copper collar.

The range comprises: 30ml and 50ml Eau de Toilette Spray (£17.95 and £24.95 respectively), 15ml Parfum (£29.95), 200ml Body Lotion (£14.95), 200ml Bath and Shower Gel (£9.95) and 100ml Perfumed Mist (£9.95). **Beauty International Ltd.** Tel: 0734 302302.



## Monsoon storms onto the market

Beauty International's latest fragrance, Monsoon, is attacking the perfume market's middle ground traditionally held by Cacharel's Anais Anais and Nina Ricci's L'Air du Temps.

It is an exotic fragrance, described as "rain-washed jungle flora combining jungle lily notes of gardenia and ylang with fresh rainforest greens, transparent richer notes of sandalwood and amber".

Developed in

## Signed Laura B

A new gift-with-purchase promotion from Laura Biagiotti Parfums is the 'Signature Scent' Collection — gold-plated ball point pens in hardwood, filled with fragranced ink (either in Roma or Venezia).

The pens are on counter in September and are free with any £30 plus purchase from the Biagiotti range.

Offers in November include two gifts sets: Venetian Temptations (£29.50) which comprises a 25ml edp spray with 100ml beauty bath presented in a green draw-string bag with gold lining and gift boxed in a burgundy cube; and Roman Riches (£29.50), a 25ml edp spray and 150ml shower gel in the Roma fragrance and presented in a claret and gold gift box. **Procter & Gamble (Cosmetics & Fragrances) Ltd.** Tel: 081 231 8759.

## Yardley's Heroine

Yardley's look for autumn presents actress Helena Bonham-Carter as an Autumn Heroine, with plum shades for the lips and smokey hues for the eyes.

The Autumn Heroine look introduces a new shade of moisturising lipstick, Mary Shelley (£3.45), as well as a new shade in blusher (Mulberry, £3.95), an eyeshadow trio (Victoria Plum, £3.95) and new pearly nail enamel (Bridal Wreath, £2.95).

The autumn shades are particularly fitting for Helena Bonham-Carter who stars in the film version of Mary Shelley's *Frankenstein* which opens in the UK later this year. **Yardley of London.** Tel: 0286 530812.

## Super Oral-B

Oral-B's superbrush, The Advantage Plaque Remover, goes on national TV in August to the tune of £1.5 million.

The advertisement will feature the brush's Power Tip and Action Cup. **Oral-B Laboratories.** Tel: 0296 432601.

## Mandate's make-over

Men's fragrance Mandate has been given an updated image. New packaging features angular, gold-lidded bottles and brown tortoiseshell

cartons.

Available from September, prices remain unchanged. The range comprises: aftershave lotion, aftershave spray,

edt spray, body splash, talc, deo body spray, anti-perspirant and stick deo. **Procter & Gamble (Cosmetics & Fragrances).** Tel: 081 231 8668.



## Finesse in fine form

Helene Curtis' Finesse brand has undergone a major revamp which includes new packaging, improved formulations and new product lines.

The company claims the brand's performance has been consistently high across the range, with a top four conditioner, top ten shampoo and top six styling mousse.

New products in the range include a Shampoo + Moisturiser in One (a premium alternative to standard 2-in-1s retailing at £1.99 for 200ml).

Finesse's Split End Treatment has been reformulated as a Split End Preventer and the existing shampoo and conditioner range has been reformulated with natural moisturisers.

Packaging has changed from steely blue to shades of purple and mauve. The new-look Finesse will be on counter August 1.

**Helene Curtis Ltd. Tel: 081 569 7550.**

# Heathcote & Ivory makes a natural Pact

Pact is a new premium range of naturally-scented moisturising bath products containing floral extracts from pot pourri professional, Heathcote & Ivory.

The range comes in two formulations — bath oil and bath creme. There are currently three seasonalised fragrances, but a fourth is due on the market for Christmas.

Nuit D'Amour is a fruity floral summer scent featuring a blend of violet, rose and orange blossom; Mountain Spring has fresh citrus notes combined with ivy and jasmine; and Peach with hyacinth.

Packaging is eye-catching in hand-blown glass, including a decanter-style bottle with a tap. The fourth fragrance will be presented in octagonal and ring-style bottles.

Price points match the

prestige packaging: bath oil 75ml, 95ml, 210ml and 930ml retail at £5, £9, £13 and £30 respectively;

creme bath is available only in 75ml retailing at £7. **Heathcote & Ivory Ltd. Tel: 0932 765066.**



## A Safeway to fly

Lil-lets is offering Safeway customers a free flight to Paris, Amsterdam, Brussels or Nice when they buy a SuperApex flight for a partner or friend.

From July 25-August 20, all Safeway stores will be displaying promotional leaflets offering the special deal when any two packs of Lil-lets are purchased.

**Smith & Nephew Consumer Products Ltd. Tel: 021 327 4750.**

## Gentle AHAs

Unhappy with the irritant side-effects associated with some alpha hydroxy acids (AHAs), Clarins has developed Bio-Ecolia Perfecting Cream-Mask.

The acids Clarins uses in this light cream are lactic acid (from sugar cane) and malic acid (from apples). They work by dissolving the bonding between dead surface skin cells so that they are free to shed, in effect speeding up the natural exfoliation process.

Clarins uses a low concentration of lactic acid (neutralised at 2 per cent, free form at 0.3 per cent), combined with malic acid in a free form (0.1 per cent), together with a higher concentration of malic acid in a grafted form (1.9 per cent). This inhibits skin absorption and makes it more gentle.

The cream can be used as a face mask for an immediate boost for the skin, or on a daily basis.

Presented in a 50ml jar, it will retail from mid-October for £26. **Clarins (UK) Ltd. Tel: 071 629 2979.**

## Remington shows changing face with new hair and shaver products

Six months on from its purchase of Clairrol appliances — products and staff, but not the name — Remington is stamping its own image on the business with the launch of three new products.

The process of branding all former Clairrol products 'Remington' coincides with the launches. The black and white packaging introduced last year continues under the new logo.

Steam heated rollers are a UK first. The portable Steam Setter (£29.99) takes three minutes to raise its head of steam and seconds to heat individually the 20 two-size, soft foam rollers, each with its own hair

butterfly clip.

UK general manager Simon Bluring says this launch will establish Remington as both a leader and an innovator in haircare, with a heavyweight TV and press advertising campaign planned for the second half of the year.

Volumiser Plus is a 1650W, two-stage dryer (£24.99) with a pulsating action. The pulsator nozzle pumps warm air to the hair roots to speed rough drying while the volumiser attachment, with its hollow, graduated fingers, directs air down the hair shafts to the roots.

Men get a new Micro Screen Triple Foil Shaver in three variants, but lose

Victor Kiam from the TV advertisements — the man who 'liked the shaver so much that he bought the company'.

The aim is to attract a new clientele with the TV catchline 'If you can grow it, we can shave it'.

Triple Foil Shavers come in mains (£44.99), rechargeable (£54.99) and mains/rechargeable (£64.99) varieties and will be backed by second half TV and press ads.

**Remington. Tel: 0784 434343.**

## Tampax on TV

Tambrands will begin its second Tampax TV campaign in September to complete this year's £5 million ad spend.

The new campaign, which will run until November, includes ads entitled 'A Natural Fit' and 'Know Your Body', following the main theme of 'Trust is Tampax'.

● The launch campaign for Tampax Tampets is currently airing on ITV, Channel 4 and satellite television. **Tambrands Ltd. Tel: 0705 474141.**

## Celebrity supplements

Pamela Armstrong has joined forces with Healthlife to endorse its new Ladies Range of vitamin and health supplements.

The range comprises the following one a day formulae: folic acid, calcium, hair & nail — all at £2.99 and menopause and premenstrual at £4.99. The launch will be supported by a £200,000 ad campaign.

At Chemex there will be

a special offer of 15 products for the price of 12 and a free signed copy of Pamela Armstrong's book, *The Prime of Your Life*, with every outer purchased. Ms Armstrong will be at Chemex on the Healthlife stand, H43, to sign copies of her book, as well as endorse the line.

● Pamela Armstrong is already the spokeswoman for Vaseline Intensive Care. **Healthlife Ltd. Tel: 0274 595021.**

## Bourjois beauty

Bourjois autumn/winter look is called 'Hiver Romantique' and uses brown, pink, white and gold tones. It also introduces a new product to the colour line, Liner Precision (£3.25). This is a propelling pencil eyeliner, enriched with bees and carnauba wax, and has its own sharpener. **Bourjois. Tel: 071 287 3051.**

## Sun at school

E45 has donated £1,000 to St Agnes County Primary School in Cornwall to support an initiative for a 'UV The Sun' project pack which is used to teach safer sun care. **Crookes Healthcare Ltd. Tel: 0602 507431.**

## Avent re-name

The former Avent Feeding and Weaning Systems have been redesigned as closed cartons and renamed Feeding Bottle Set and Feeding Cup Set. The new format includes more graphic illustrations that help the consumer to see what each product includes more clearly and the three uses of each Feeding Set. **Cannon Rubber Ltd. Tel: 0787 280191.**

## Driving Duracell

Duracell is taking to the road in joint sponsorship of two Children's ITV celebrity driving teams competing in The Cape To Cape Challenge in August. Enjoying national coverage through Children's ITV, it

involves a test against time in which teams must cover the journey non-stop between the southern tip of Spain and the northern tip of Norway.

## Efamol move

Efamol has moved its international operations into new offices in Guildford. The new address is: Wharf House, Wharf Road, Guildford, Surrey, GU1 4RP. **Efamol Ltd. Tel: 0483 304441.**

## Model biscuits

From September, five dinosaur illustrations will be featured in packs of Jacob's Giant Chocolate Dinosaurs which can be made into models. **The Jacob's Bakery. Tel: 0800 181075.**





STRAIGHT AWAY YOU CAN SEE THAT IT'S DIFFERENT

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  - EYECATCHING PACKAGING WITH A 'TWIST'
  - IMPROVED FORMULATIONS ENRICHED WITH MOISTURISERS
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# Nurofen addition knocks colds cold

Crookes Healthcare is bursting into the £104 million cold and flu sector with the launch of Nurofen Cold & Flu relief.

Available from next month, the latest Pharmacy-only Nurofen addition combines 200mg ibuprofen with 30mg of the decongestant pseudoephedrine.

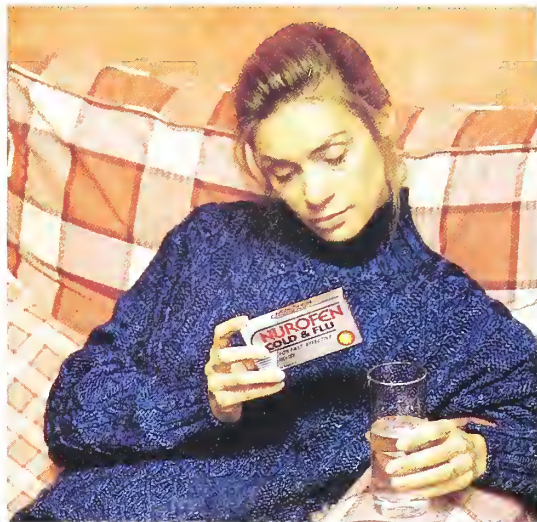
By avoiding paracetamol, it not only offers a point of difference with other cold remedies, but it bypasses the dangers associated with inadvertent paracetamol overdose.

Crookes Healthcare's medical advisor, Dr Mervyn Busson, points out that ibuprofen is particularly safe in overdose, compared with paracetamol.

The product brings relief in four main areas: nasal congestion; sinusitis; dry, sore, swollen throats; and aches, pains and fever. Clinical trials say it provides longer-lasting relief in fever than either paracetamol or aspirin.

For adults and children over 12, the dosage is two tablets initially, then one to two tablets every four hours. The maximum dose is six tablets in 24 hours. Its use is contra-indicated in children under 12 and those suffering from ulcers or other stomach disorders. Asthmatics, aspirin-allergic consumers and pregnant women are advised to consult their GP prior to use.

Recognising that 75 per cent of cold and flu sales go through pharmacies, and that more than 65 per



cent of people ask pharmacists for advice (with 90 per cent taking up pharmacists' recommendations), Crookes has produced a pharmacy assistants' training module and a pharmacists' 'Guide to effective relief from colds and flu'.

Nurofen Cold & Flu is

available in packs of 12 (£2.19) and 24 (£3.49) and will be supported with a £4.5m marketing programme, including a £3m national TV campaign breaking in October. A consumer booklet, 'Combating colds and fighting flu', is available. **Crookes Healthcare. Tel: 0602 507431.**

## Nytol on TV

Nytol is back on national TV in August in another £1 million campaign. **Stafford-Miller Ltd. Tel: 0707 331001.**

## Nivea Sun No1

*Que Choisir*, published by the Federal Consumers Union in France, has voted Nivea Sun's new children's products the best on the market. **Smith & Nephew Consumer Products Ltd. Tel: 021 327 4750.**

## Cussons promo

Cussons Imperial Leather is introducing a new Cash and Carry promotion designed to offer value for money for the smaller retailer.

The offer gives six packs of Imperial Leather and Imperial Leather Mild 125g bars for the price of five. **Cussons (UK) Ltd. Tel: 0611 792 6111.**

## Boss suits

Eurocos is offering a Hugo Boss Suit Carrier free with any purchase of a 50ml edt plus one other product from the Boss fragrance range in November. **Eurocos UK. Tel: 081 231 8759.**

## Antioxidants

Seven Seas has repackaged and extended its antioxidant range to include Antioxidant

Vitamins A, C, E with Selenium (30 capsules, £3.49) and Antioxidant Vitamin E 100iu (60 capsules, £2.49). **Seven Seas Health Care Ltd. Tel: 0482 75234.**

## Nappy stackers

Zorbit Babycare has introduced Nappy Stackers into its popular cot and nursery bedding collections — Bunny Picnic, Furry Friends, Alphabet Clowns and Country Cousins. Made from machine washable poly-cotton, they hold around ten terry towelling nappies and are in packs of ten. **Zorbit Babycare. Tel: 0942 497191.**

## Femfresh offer

Crookes' Femfresh is running an on-pack offer throughout August to encourage trial with a 'Try Me Free' promotion.

Having purchased the Femfresh Wash, consumers who like it and send back the label will receive a voucher for their next pack free. Those who do not, will receive a cheque to cover their purchase (plus p&p).

Also packaging on Femfresh Tissue 12s and Femfresh Deodorant (125ml size) will carry a 50p off coupon redeemable against Femfresh Wash. **Crookes Healthcare. Tel: 0602 507431.**

## Vantage values

Vantage feminine hygiene products, baby toiletries and analgesics are currently on promotion until August 19.

In sanpro, discounts of 15 per cent on outers of six or more and 17.5 per cent on outers of eight or more are available on: Press On Towels (regular, super, super plus and nighttime); Super Slims Wrapped, Mini Pads, Panty Liners and Ultra Thin Towels with wings (in regular and super).

In baby care, discounts of 15 per cent on outers of six or more are available on: All In One Nappies, baby oil, baby lotion, baby

powder, baby thick wipes, disposable nappy bags, cotton buds and after sun.

This baby promotion also features free POS material, a CM2 gondola end merchandising plan and a mini consumer promotion.

In analgesics, discounts of 20 per cent on outers of six or more and 22.5 per cent on outers of eight or more are available on: aspirin tablets, paracetamol tablets, paracetamol capsules, ibuprofen tablets and ibuprofen tablets extra strength. **AAH Pharmaceuticals Ltd. Tel: 0928 717070.**



## Gelatin-free option

David Bellamy, the botanist, author and broadcaster, is promoting a new range of gelatin-free dietary supplements from Britannia Health Products.

The Vitabrit range comprises vitamin E, garlic oil, marine oil, wheat germ oil, cod liver oil, evening primrose oil (all 30, £2.29) and beta carotene (30, £4.99). The capsules are made from agar and contain no animal products.

The company says that a recent survey of regular users of supplements

showed that half would change to gelatin-free capsules, even though they were not strict vegetarians.

David Bellamy will appear in radio and television advertising from September.

A merchandiser holds 21 packs (three of each of the seven variants), together with customer leaflets (£31.95 trade).

Pharmacists who display the merchandiser will receive a £5 Marks & Spencer voucher. **Lagap Pharmaceuticals. Tel: 0420 478301.**

## Fuji camera drops in

Fuji has launched a compact camera with easy drop-in loading.

The DL-95 also has a 0.64x magnification, extra large viewfinder with an 82 per cent field of view for easy picture composition.

This can be changed from standard to panoramic by pushing a button.

Red-eye reduction is due to a pre-lighting lamp. The

automatic flash itself has a range of just over half a metre in macro mode and up to six metres when using 400 ISO film.

Other features include infrared autofocus, a self-timer and motorised wind and rewind.

The camera sells for £69.99 and comes with batteries and carry strap. **Fuji Photo Film (UK) Ltd. Tel: 071 586 5900.**

## Incentive scheme

Healthlife has launched a new voucher scheme for retailers. The latest gift voucher collection includes golf equipment, jewellery and electrical goods.

For every £100 net of VAT and discounts the retailer will receive one gift voucher attached to their invoice. The scheme runs for 18 months.

• Retailers can also win a holiday in Spain. When they spend £150 with the company (net of VAT and discounts), they will receive a holiday competition entry form. **Healthlife Ltd. Tel: 0274 595021.**





## Cuprofen. A perfect balance of quality and price.

While some customers demand premium brands, others prefer the value offered by generics. The problem has always been striking the right balance of stock between the two.

Thankfully, there is now a simple answer. Cuprofen from Seton Healthcare.

Only Cuprofen and **NEW** Cuprofen Maximum Strength offer premium brand quality presentation and performance at a price your customers can afford.

We also offer a guaranteed minimum POR of 33% - balance that against what's on offer from certain other manufacturers.

On top of all this, we're also offering some exceptional deals. So talk to your Seton representative and find out for yourself how Cuprofen's perfect balance of quality and price can satisfy **all** your customers.

 Seton  
Healthcare Group plc  
Cuprofen is a Trade Mark of Seton

TUBITON HOUSE, OLDHAM OL1 3HS, ENGLAND.  
TELEPHONE: 061-652 2222.



## Numark special offers

Numark has added a new line to its sanpro range: Actif Ultra Press-on Towels. The towels have wings and a special stay-dry cover. There are two absorbencies available,

regular and super, and both come in promotional packs of 14 (+2) and 12 (+2). Their rsp is £2.39. • Numark is also offering a deal on Right Guard. By buying any seven packs of

Right Guard, the retailer will receive one pack of Right Guard Sport Aerosol free of charge. This offer is open until August 31. **Numark Management Ltd. Tel: 0827 69269.**

## Watch out, jungle fever's about!

Watch out for Jungle Formula Mystery Shoppers who are currently scouting the country for pharmacies using Chefaro's holiday check list pad and Jungle

Formula display material. Forty-four lucky pharmacists (who pass the Jungle Formula test) will win £25 of Marks & Spencer vouchers. In

addition, one of the initial 44 finalists will become an overall winner — the prize being £200 M&S vouchers. **Chefaro UK Ltd. Tel: 0223 420956.**

## On TV Next Week

GTV Grampian	C4 Channel 4	STV Scotland (central)
B Border	U Ulster	Y Yorkshire
BSkyB British Sky	G Granada	HTV Wales & West
Broadcasting	A Anglia	M Meridian
C Central	CAR Carlton	TT Tyne Tees
CTV Channel Islands	GMTV Breakfast	W Westcountry
LWT London Weekend	Television	

<b>Arm &amp; Hammer Toothpaste:</b>	C4, GMTV
<b>Bisodol Heartburn:</b>	All areas except CTV, CAR, GMTV
<b>Colgate Bicarbonate of Soda Formula:</b>	All areas
<b>Colgate Precision:</b>	All areas
<b>Gillette Sensor Excel:</b>	All areas
<b>Gillette Sensor for Women:</b>	All areas
<b>Gillette Series (aftershave conditioner):</b>	All areas
<b>Gliss Corimist:</b>	C4, GMTV
<b>Impulse:</b>	C, A, HTV, W, M, LWT, CAR, C4, BSkyB, GMTV
<b>Medinex:</b>	HTV
<b>New Poli-Grip Ultra:</b>	All areas
<b>Nivea Sun:</b>	All areas
<b>Organics:</b>	C, A, HTV, W, M, LWT, CAR, C4, GMTV, BSkyB
<b>Palmolive 2 in 1:</b>	All areas
<b>Rap-eze:</b>	All areas except CAR
<b>Sensodyne toothpaste:</b>	All areas except CTV, LWT, GMTV
<b>Slim-Fast:</b>	All areas
<b>Solpadeine:</b>	All areas except B, Y, CTV, CAR
<b>Sure:</b>	C, A, HTV, M, LWT, CAR, C4, BSkyB

### IBS leaflet

Janssen Pharmaceutical has published a self-guide for sufferers of Irritable Bowel Syndrome. The leaflet offers advice on diarrhoea, and includes tips on diet, exercise and stress management. Leaflets are available from: **Imodium Leaflet Offer, 4 Cupar Road, Battersea, London SW11 4JW.**

### Maws mores

New Maws patterned feeding bottles feature a group of characters, bears, hedgehogs and hippos, in shades of jade, rose and mauve. They are available in single packs with latex teats

(£1.89) and in twin packs with silicone teats (£3.29). Launch promotional stock includes a free Macleans Milk Teeth toothpaste (17ml). They are available from Cow & Gate who represent Maws in the independent sector and major wholesalers. **The Maws Group Ltd. Tel: 0438 355500.**

### Vantage savers

Vantage's range of moisturising creme foam baths has been reduced in price from £1.25 to £0.99. The trade prices on single litres of peach blossom, seafresh, alpine herbs and tropical guava have been

reduced accordingly. The range comes in outers of six. **AAH Pharmaceuticals Ltd. Tel: 0928 717070.**

### Just another

Original Additions has made another addition to its Just range of nail tips, polishes and lipsticks with Just French Manicure. This contains the three elements required to give the French look: clear base and top coat, white polish and natural polish. The rsp per set is £2.95. A visual display stand for counter or shelf display comes with 12 sets and costs £20.16. **Original Additions. Tel: 081 573 9907.**

# HOW TO DOUBLE SEABOND SALES IN 20 SECONDS.

In previous  
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T.V. tests -  
**SALES  
DOUBLED!**

**SEABOND  
NATIONAL T.V.  
20 SECOND  
CAMPAIGN STARTS  
1st AUGUST  
FOR 4 WEEKS.**

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launch £1/2 million  
national T.V. campaign -  
**EXPECT SALES TO  
AT LEAST DOUBLE -  
OR EVEN MORE.**

Stock up now on the fastest growing denture fixative in the U.K.

**SEABOND**  
DENTURE FIXATIVE SEALS





# HELPING YOU BUILD YOUR BUSINESS THROUGHOUT THE YEAR.

During the next 9 months we're putting over £600,000 behind a highly informative advertising campaign in Bella, Best, Chat, Essentials, Living, Family Circle, Prima, She and Woman; in short, all the leading women's magazines in the country.

A series of eye catching, full colour ads will make absolutely sure your prime target market is aware

of the increasing number of medicines now available over the counter – and the consequent importance of their local UniChem pharmacist.

Over 18 million women aged 25-40 will regularly be reminded that they can now get many of the remedies they need for common ailments simply by walking up to

your counter and asking your advice.

And to make sure they know exactly where that counter is, we're even providing a freephone telephone number for them to call.

Window posters and a specially designed in-store display unit that will feature all the products shown in the ads, plus the relevant consumer

information leaflets, will further

hammer home the message.

The extra business that this exciting, changing face of pharmacy will create, means now, more than ever, you need a whole-saler you can rely on.

As the shift towards OTC Medicines increases the importance of your role within the community, so our continued support will increase your profits.

*"Trust UniChem to have their finger on the pulse. Thanks to them, consumer awareness of OTC Medicines is about to increase by 18 million."*

Laurence Sprey of Ashtons, Brighton.



*Pharmacy Solutions*



# JOHNSON'S-KID

Johnson & Johnson, world leaders in the baby care sector, aim to put their expertise to work by establishing a currently underdeveloped kid's toiletries market that is worth a potential £100m. They intend to grow the sector with two new premium ranges - Johnson's Mickey & Pals and Johnson's Kids, targeted at the 3-6 and 7-10 age group respectively.

At present, there is an estimated 6.9 million 3-10 year olds in the UK, representing 12.2% of the entire population. By the turn of the century, this sector will expand to 13% due to the original 'Baby Boomers' now having their own children. However, only 7% (vol.) of bathecare and 1% (vol.) of shampoo products are currently targeted at this age group signalling a vast opportunity for development within both areas.

The Johnson's Mickey & Pals range, aimed at 3-6 year olds, is an exclusive worldwide alliance between two global leaders - Johnson & Johnson and Walt Disney. Both are experts in the needs of children and are perceived to be custodians of trusted and timeless classics. Following the successful US launch in 1992, the products have been internationally rolled-out and will be available in the UK in the second half of 1994.

The launch line-up includes the oldest and most successful Disney characters:- Mickey Mouse adorns the Shampoo; Minnie Mouse contains the Conditioner; Pluto holds the 2 in 1 Shampoo; Goofy heads the Shower Gel while Donald Duck tops the Bubble Bath. All items



have a RSP of £2.99 for 400ml.

Johnson & Johnson are set to revolutionise the kids sector by extending the character market beyond bubble bath and across the entire year. The success of the range is based on its ability to appeal to both mum's and kids.

#### FOR MUM IT OFFERS:-

- The reassurance of the Johnson's brand name
- The wholesome play value of Mickey & Pals
- The superior efficacy and mildness of the range, plus the Johnson's 'No More Tears' TM claim on all the haircare products.

#### FOR KIDS IT OFFERS:-

- Fun and fantasy at its best both in and out of the bottle
- Non-sting haircare formula supporting the unique Johnson's 'No More Tears' TM claim

Overseas experience proves that the range sells throughout the year irrespective of product category. Also, block merchandising of the range is a must in terms of optimising sales and range purchasing.

The Johnson's Kids range, a culmination of eighteen months intensive research, is set to dominate the UK market. The Brand is specifically designed for children who are at an age when they are gaining independence and demanding their own toiletries. The packaging is perfect for both boys and girls. It is deliberately subtle to avoid any particular age or gender undertones which is something this age group are particularly sensitive to.





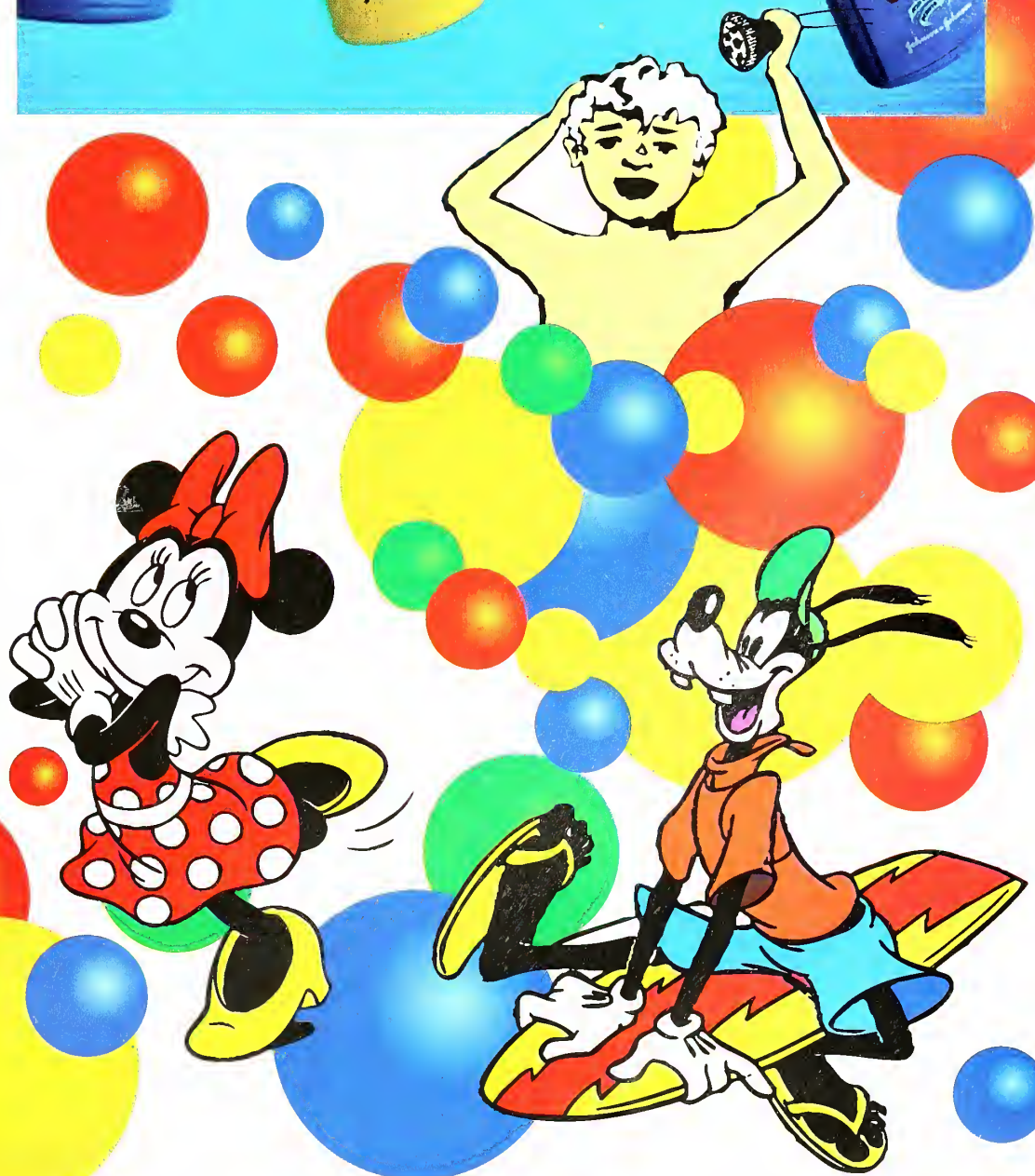
# CLEANING POWER

The range consists of a unique 'No More Tangles'™ TM Shampoo (RSP £1.59 200ml/£2.69 400ml) with the guaranteed 'No More Tears'™ formula, that allows kids' hair to be washed without fear of stinging their eyes. Both mum's and kids identify this as a highly relevant and original combination. This product contains a mild, easy rinse conditioning formula that loosens tangles, thus making it easier to comb through children's fine hair.

The Foaming Bath Liquid (RSP £1.69 400ml) and the Sport Shower Gel (RSP £1.69 200ml) both have superior longer lasting foam and a fresh fruity fragrance that appeals to both boys and girls. The premium product prices are justified by the endorsement of Johnson & Johnson and are in line with what mothers expect to pay.

The Johnson's Kids launch will be supported by a two and a half million pound advertising campaign in year one. The bath and shampoo commercials which shall be shown on national television are designed to appeal strongly to both parents and children. In addition, there will be an extensive trialling throughout the launch period.

Extensive research and product trials confirm that Johnson's Mickey & Pals and Johnson's Kids are just the toiletries that mothers and children have been waiting for. With an instant market already in position and the prestigious endorsement of Johnson & Johnson, retailers are guaranteed to clean up on sales with these exceptional ranges.





In this small, quiet coastal town, where the local industry has shrunk and unemployment is high, Mrs P's pharmacy prospers in most unusual circumstances.

It is busy; 4,000 plus items are dispensed with a smile and a word of advice regularly every month. This is despite being a quarter of a mile from the nearest surgery and in a street full of take-away restaurants and private houses. The main surgeries in the town have newer pharmacies on their doorstep, but Mrs P's patients prefer to trudge to her shop, even in the rain. And it rains a lot in this part of Britain.

Without support shops and without a nearby surgery, Mrs P is doing well in this secondary position for two reasons.

## Loyal customers

The customers, most of whom have been walking through the door for 30 years or more, are fiercely loyal. This is a characteristic of the people of this town. In 99 other towns, where GPs have moved to

**Mrs P's pharmacy offers the unusual combination of first class health advice and pet food. Her customers are loyal, but their spending power is low, so what should she do to step up counter sales? Consultant John Kerry looks at attracting new customers from a nearby estate**

custom-built health centres and new pharmacies have opened up nearby, old-established and poorly-located businesses such as these have been ruined. Not so here. Mrs P and others have largely kept their customer base. A fair proportion of this shop's customers are elderly and it would be so convenient

to take the easy option, but they have not.

## First class service

When one looks at the way patients and customers are treated by Mrs P's staff it is no surprise. Everybody is served most efficiently and professionally, with a generous

slice of genuine interest in their well-being. Mrs P has owned the business for a mere 32 years and acknowledges that she has excellent staff.

Her senior assistant, for example, appears to know everybody's first name. She started working in the pharmacy before World War II was over and is the proverbial 'treasure'. She has worked with three pharmacist proprietors.

This combination of service, friendliness and continuity, coupled with the uncanny loyalty of the patients, explains why this business is in good shape.

## Unusual split

Counter turnover represents just 30 per cent of the total and is split 60:40 humans to animals because the shop also accommodates a healthy pet food business. After dispensing half a dozen items, Mrs P sold two 56lb sacks of chicken feed to a local farmer.

Two years ago these were two separate small shops. The adjoining wall was knocked down, the retail sales area doubled and the dispensary, as well as the pet food business, moved to the rear. While the pet sales have been maintained, the pharmacy retail sales grew 40 per cent following the expansion and modern refit.

## Low till takings

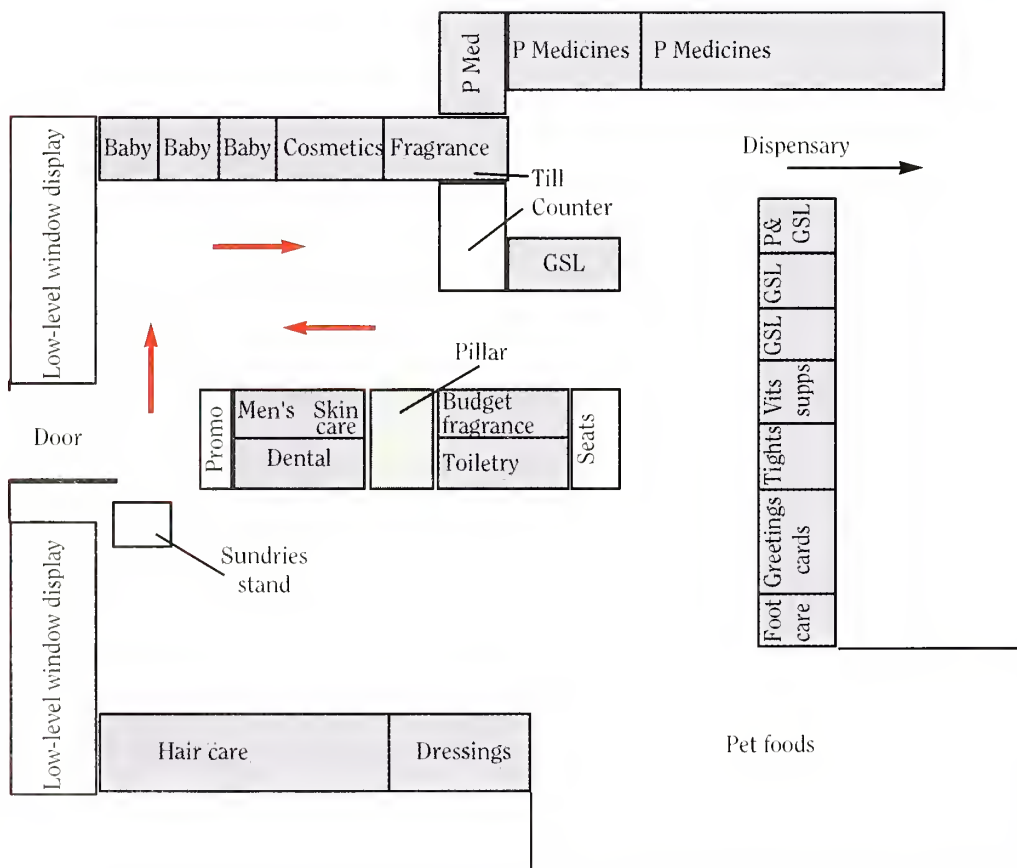
With more than 600 sq ft of pharmacy shop sales area, till takings of £1,200 per week are still a little disappointing, particularly bearing in mind the number of patients who visit the pharmacy.

Mr P does not keep a breakdown of departmental sales, but it would be fair to assume that once OTC medicines were removed from the counter takings, pet foods would be making a bigger contribution than all the other conventional chemist lines combined. This would be the case despite the fact that OTCs are well merchandised on smart new fittings with bags of choice and space to move. Pet foods, on the other hand, are merchandised from very basic home-made fixtures.

This must be a concern for Mrs P, but it is not surprising that retail sales are on the low side. The shop barely caters for the needs of its very special customers.

Some 95 per cent of prescriptions are exempt. This statistic alone tells us that the vast majority are either out of work or are senior citizens. Unemployment is high, disposable income is low and

Pharmacy type:	Limited company
Location:	Main road, secondary trading position, double-fronted, established 90 years
No of staff:	Seven part-time, plus full-time pharmacist (Mrs P)
Retail opposition:	Independent 1/3 mile away



### Mrs P's existing layout





*Of all garlic brands, only Kwai offers your customers a guaranteed allicin yield (three Kwai pills equal half a clove of top grade garlic). And only Kwai supports you with £12 million of research and £2 million a year of advertising and promotion. Back the brand that's galvanised the market!*

**Over the next two months  
ten million people will  
hear the truth about  
allicin, get the chance to  
try Kwai free and save £30  
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**Kwai<sup>®</sup>**

Strong Chinese-garlic pills to  
help keep your heart healthy

*Guarantee your business with  
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Alandia Products  
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Aroma Stones  
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Develop '10'  
Dietary Foods  
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Photo Me International  
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Point of Sale Centre  
Positive Solutions  
Potters (Herbal Supplies)  
Precia Salaries  
Pretty Polly - Elbow  
Proprietary Articles Trade Association  
R. M. Traders  
Reading Specs  
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Sterwin Medicines  
Studer Manufacturing UK  
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Summit Retail Display  
Surgi Chem  
Technlab  
Three Spares Pharmaceuticals  
Tober Laboratories  
TransNational Financing Services  
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Continued from p172

most of the housing is small Victorian terraces.

Mrs P's customers are price conscious — they have to be. They are not paying for their scripts and, of course, they are buying their toiletries at the supermarket where they will be getting better value for money, or at least think they are.

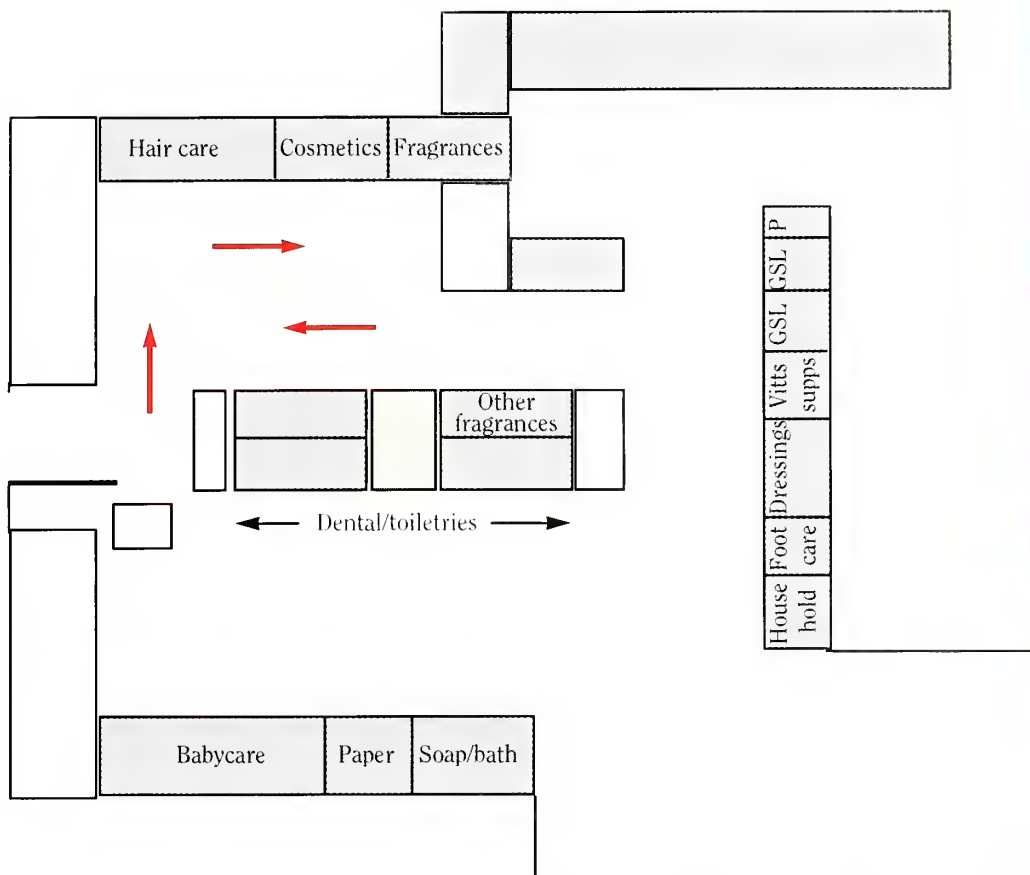
In most other instances, where counter trade has been lost to the cut-price food stores, it is not really worth fighting to get it back. But neither this shop nor its customers are like the majority of others. Mrs P has enlarged her retail area to attract more sales. She wants the business and has a better chance of retrieving it than most. She has a large, loyal customer base with limited income. Chances are that these customers are looking for value for money lines and not finding them here.

### New customers

Another factor to consider is the one most often ignored by businesses such as this — those people who are new to the town, or have moved into the area served by the pharmacy. All too often businesses assume that everybody knows of their existence and the services offered. Both of these are generally disproved following a publicity or advertising exercise.

### Look to the future

A further opportunity for future new business exists. On the outskirts of town, just 500 yards from this pharmacy, some



Mrs P has a traffic flow problem. The gondola's position is dictated by large pillars and there is no logical alternative positioning. Customer traffic flow may improve if all promotional items are merchandised to the right

### Profit and loss account, year to September 30

	1993 £	1992 £
Turnover	420,004	400,501
Cost of goods	325,327	300,288
<b>Gross profit</b>	<b>94,677</b>	<b>100,213</b>
<b>Gross profit %</b>	<b>22.5</b>	<b>25.0</b>
Wages and casual labour	22,076	23,025
Rates and water	1,495	1,296
Insurance	1,744	1,667
Heat and light	1,640	1,057
Repairs and renewals	1,402	2,199
Cleaning	191	297
Locum fees	4,686	4,527
Postage, printing, stationery and advertising	1,724	1,725
Telephone	424	451
Subscriptions	621	399
Donations and gratuities	386	316
Motor expenses	3,683	3,429
Bank charges	862	847
Staff refreshments	175	145
Registration fees	100	100
Accountancy charges	147	149
Professional fees	-	2,265
Auditor's remuneration	1,400	1,300
Pension	6,000	6,000
Fees	2,750	2,500
Salaries	26,606	26,500
Depreciation	7,841	7,835
Profit on sale of fixed assets	-	(1,960)
Loss on sale of fixed assets	-	4,443
Sundry expenses	393	129
	<b>86,346</b>	<b>90,641</b>
<b>Net profit</b>	<b>8,331</b>	<b>9,572</b>
<b>Net profit %</b>	<b>1.9</b>	<b>2.4</b>

2,000 plus new houses are to be built over the next 5-10 years, in fact the development has started. These are not terraced or small semis, but larger private properties, likely to be inhabited by families.

Of course, as far as Mrs P is concerned, by the time the last one is finished she will have hung up her pestle and mortar. However, she knows that if she makes a few changes and starts to communicate regularly, new customers will be found, till takings will improve and no doubt regular new script patients will discover this pharmacy.

### Senior citizens

To increase sales to the large population of senior citizens, unemployed people or those on limited income:

- Stock and sell a range of low-price toiletries and other essentials with prominent price cards. These could be own-label, generics or cash and carry buys. They must be real value for money and compete or even beat the town's multiples and food stores. The lines need to be consistently sold, not spasmodic promotions. Tissues, toilet rolls, family shampoo, deodorant, soap, hair conditioner and razor blades are examples
- Two or three deep-cut big brand promotions each month
- A range of budget-priced baby toys and sundries for all the grannies and grandads who patronise the pharmacy

- Catalogue sales of a range of aids for handicapped customers
- Diabetic range.

### Building the base

- Practice leaflet distribution
- Repeat prescription collection and delivery service.

To ensure that customers in the new properties patronise the pharmacy:

- Regular six-monthly practice leaflet distribution to every occupied house.

The following thoughts are optional:

- Illuminated 'green cross' pharmacy sign
- Later opening hours (perhaps 6.30 or 7.00pm). This pharmacy is on a main thoroughfare, right next to the rail station, with easy, free parking.

### Nothing drastic

It would be quite wrong to contemplate any drastic changes to this successful business — it does not need them anyway. Like all good community pharmacies, it is in tune with the prescription needs of the population it serves.

Counter sales, although much better since the refit, are still on the slow side, but there is scope for more growth. Mrs P can improve the counter turnover of this shop with activities which will not change its character.

She has to, because a lot of her loyal customers will not be around when she decides to sell the business.



## Bin or read?

To read or not to read  
To file or not to file  
To bin or not to bin  
'the community pharmacist'.

I am talking about the amount of reading material and magazines coming through the mail every day. You may say be selective and read only *C&D*.

How does one cope? I open for 54 hours a week. I have two days' locum and still do not catch up with the reading material and all the other distance learning courses.

By the end of the month my wife will scream and dump them in the bin.

Help! How about a quarterly review of all new preparations and important information which could be retained or, even better, be on a floppy disc?

R Z Shah  
Luton

## Organics' hair net

Since we launched Organics, we have received a few queries on reports linking Organics and hair growth.

We would like to confirm that while Organics nourishes hair from the root, it is not about hair growth. Organics is a beauty haircare product which

helps to keep hair looking its everyday beautiful best.

Organics contains Glucasil, a nutrient naturally present in the body, which is, in essence, 'food for hair' and is essential to the everyday health and beauty of hair. Every time you use Organics, the Glucasil penetrates to the roots and in this way helps supplement the hair's natural nutrient levels.

Organics' unique formula combines Glucasil with special polymers to strengthen hair from root to tip — leaving hair looking healthier and full of life and body.

We hope this clarifies how Organics works.

Andy Routley

Category trade manager (hair), Elida Gibbs

## TV exposé culprit speaks out

I was one of the 'culprits' in your article, 'BMA wants brake on POM to P moves after TV exposé' (*C&D* July 16, p76), and I feel the need to explain exactly what happened in this 'exposé'.

I am not trying to make myself whiter than white, but the technique used by the researchers was with the sole intent of making a programme



Debbie Meadows (right), pharmacy assistant at Swan Pharmacy, West Malling, Kent, has won a weekend for two at a health resort, courtesy of a Bayer/Canestan promotion. Over 100 assistants responded to the promotion that tested their knowledge of vaginal thrush and its treatment. Clive Anderson, representative for Bayer, presented the prize

that put pharmacists in a bad light. My staff are trained and experienced, and, without giving every customer a grilling, can easily ascertain where there is likely to be a problem.

In the first case, concerning paracetamol, the products were asked for by name; no suggestion that they were all for the same person and, what is more to the point, there was not the all-important question — "Is it OK to take all these at the same time?" Any question by the purchaser would have brought the 'correct' response either from my staff or myself, but of course what it would not have done was make a TV programme!

The sale of Tagamet was queried, and the researcher asked if they had taken these before, and they said "yes". This may not have been the best possible question to have asked, but bearing in mind the type of person and the knowledge they appeared to have of the product, I feel it was not unreasonable, but of course no mention was made of any enquiry at all.

As for the Portsmouth cases, *re* Triludan Forte, they can speak for themselves, but for what it is worth, I think if a person asks specifically for a product, by name, without any query, then further questioning is often resented and misplaced. After all, they may not be for the purchaser, and why don't people read the instructions and cautions on the box? The public must take some responsibility on themselves.

The programme took a typically biased view without any comment as to the real role that we take — day in, day out

— when advising or helping. The pleasing aspect of this is that the very few people who actually watched the programme, without exception, all came down strongly in our favour. The World Cup in America made much better viewing!

J S Colwill

J & V Colwill, Hove, East Sussex

## Ephedrine and Diego Maradona

When the *Sun* published an article on the alleged drug abuse by the Argentinian footballer Diego Maradona, this was accompanied by a picture of the Thornton & Ross pack of ephedrine nasal drops 1 per cent.

This association of our product with drug abuse was not made with our approval. The Maradona affair has been given a great deal of exposure and, in our opinion, it is irresponsible of the *Sun* to have identified any specific source of ephedrine hydrochloride.

Some young people and others involved with sport are tempted to experiment with drugs and it is unhelpful to provide such people with specific information about any product in this way. May I take this opportunity to alert pharmacists to the possibility of increased levels of inquiry about the supply of ephedrine nasal drops and the need for extra vigilance.

D G Brown

Managing director, Thornton & Ross

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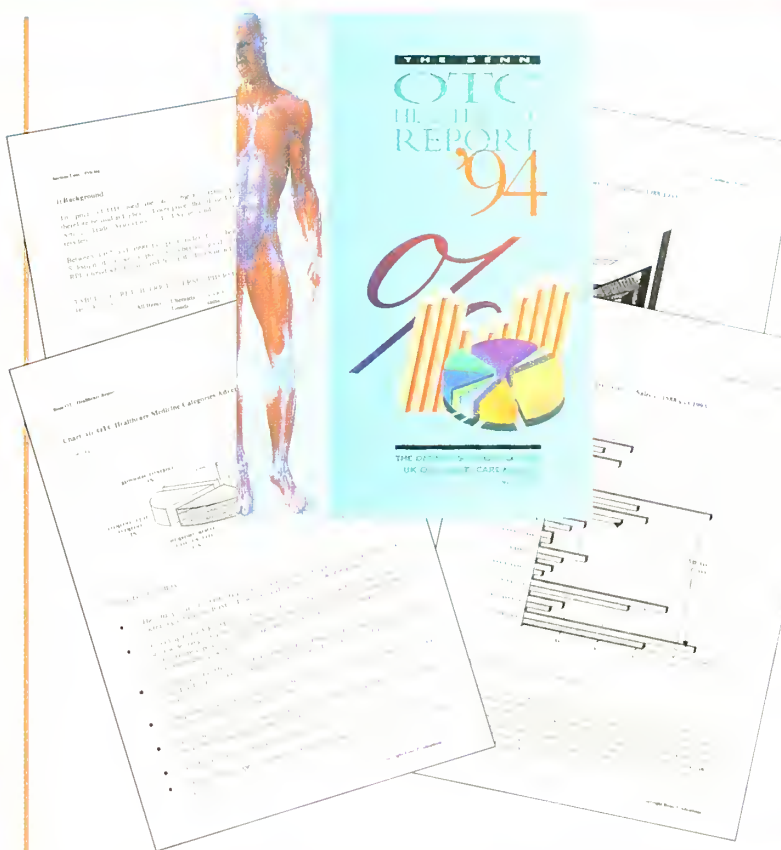
The total OTC medicines market in the UK was worth well over £1 billion in 1993. Key issues in this dynamic consumer market include: the impact of drugs coming off patent, industry strategies as the global giants compete for their share of OTC, the increasingly competitive retailing environment, the growth in market share of natural products and the impact of POM to P switches. The report is the essential marketing reference work for an industry facing the challenge of change.

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## Moss Advisory Service kicks off with planograms

Unichem is drawing on the expertise of its Moss retail chain to provide an advisory service for its independent pharmacy customers. The first offering from the new service is a comprehensive 164-page space planning and planogram manual.

The manual, which contains a choice of 48 planograms covering 16 product categories, will be supplied free during August to those who are enrolled as Golden Partners.

Other Unichem pharmacists will have to make a one-off token payment of £25, which will put them on the list for quarterly updates covering new product launches and seasonal variations.

Unichem says the manual cost £200,000 and took one year to

perfect. Spaceman III computer software — the industry standard — was used to compile it.

The Moss Advisory Service manual contains the same information provided to its own branches by Moss Chemists' marketing department. A Unichem survey showed that 70 per cent of pharmacists wanted advice on planograms and 62 per cent help with shop layout.

Mike Spruce of Moss says the manual is not just another planogram book. "We have tried to tailor it for each individual pharmacy," he says. If used properly it should enable 'best practice' to be extended to independents for maximum sales and profit.

Unichem will be launching the MAS manual to pharmacists at evening meetings. Those arranged so far are on August 9 at Moss head office, Fern Grove, Feltham, and on August 11 in Exeter. Meetings are planned in the north of England on August 23 and 24, but venues are not yet fixed. Pharmacists wanting details should contact Mrs Sandie Vivian at Unichem's Chessington office (tel: 081 391 2323).

The MAS approach is based on maximising sales of OTC medicines — a pharmacy's unique selling point. To make full use of the manual, retailers are advised to undertake a retail audit looking at three main areas:

- Sales, profit and space analysis in order to discover current strengths and weaknesses. Analysis forms and guidance on measuring sales (either from EPoS, suppliers' invoices or till key sales), are contained in the manual
- Discovering customer wants and needs

- Assessing the competition.

When this is complete a new store plan can be prepared using the most suitable level 1 (overview) planogram option included in the manual. This identifies the space which should be allocated to various product classes and recommends leading products.

Level 2 planograms, which contain a brand-by-brand shelf space allocation, are obtained from MAS using an application form included in the manual.

For those who want to bypass the full retail audit, a 'fast track' option is available using Moss guidelines for a typical pharmacy.

For pharmacists who cannot find the time, or who are apprehensive about setting such a review in motion, Unichem will send in a consultant who can help with the audit and its implementation. There will be a charge for this add-on service which Unichem hopes to keep below £500.

• AAH Pharmaceuticals is updating its space management system. Vantage CM plus is said to be more user-friendly and introduces: colour merchandising plans; advice on display of P and GSL medicines; suggested seasonal counter displays, and advance information on new brands.

## Full-liners under threat

Full-line wholesaling will become less important in the UK due to the growth of direct distribution and parallel imports.

But full-line wholesalers still distribute 64 per cent of the pharmaceutical market (by value), says Datamonitor.

Some 8 per cent is delivered directly, short-line wholesalers supply 5 per cent, while 23 per cent comes under the 'others' category, which includes PIs.

To fight back, full-line wholesalers are trying to tap the hospital supplies market and develop closer links with manufacturers, the report says. 'Pharmaceutical Wholesaling in Europe' is £695, tel: 071 625 8548.

## Vantage add services

Vantage Retail Services can provide pharmacists with consumer profiles, offer information on competitors, and suggest ways in which to promote their own pharmacy.

Options include a shop layout and merchandising plan, and costings for a shop refit or refurbishment.

Pharmacy staff will be trained in retailing by AAH's local business development managers and via videos; remerchandising and stock rationalisation training will follow and ordering advice.



The Cox & Robinson Pharmacy in Wellingborough's Shopping Centre has been used to trail the MAS manual concept. Commenting on the new look, managing director John Chadwick says: "The layout is more professional and makes the shop look tidier." Shop manager Tony Smith is looking forward to the next few months to see what impact the new merchandising has on sales

## Amber light for Numark

Numark wholesale shareholders have voted unanimously to go ahead with transferring ownership of the voluntary trading organisation to retailers.

"For something as fundamental as this it was important to have a unanimous vote," says Numark managing director Terry Norris.

This paves the way for an extraordinary general meeting later in the year to ratify the

changeover, followed by detailing of the changes to retailers and suppliers in the autumn.

At the July 20 meeting, wholesalers voted "in favour of the concept". Mr Norris says they did this without changing any of the key points in the proposals.

The rest of the meeting was spent deciding how to make the offer more attractive to community pharmacists. One benefit will be financial rebates.

## Boots' post-Easter sales up

Turnover at Boots the Chemists rose 4.2 per cent for the three months to June 20, 2.8 per cent of that through existing stores.

Sales in its core areas of over the counter health and beauty, and personal care products moved up 8 per cent. Over the counter medicines did particularly well, growing 9 per cent, as did vitamins and minerals (up 19 per cent). There was also good news for cosmetics, but sales of smoking cessation products slipped back.

Prescription sales grew faster than counter sales, 8.3 per cent compared to 3.4 per cent, with the poor summer weather at the start of the quarter affecting toiletry sales.

But turnover improved towards the end of the quarter, no doubt pushed up by better weather driving suncare, toiletry

and babycare products.

A hot June meant suncare sales rose 3.3 per cent, with BTC's own Soltan range growing 12 per cent. Sales of babycare consumables were up 2.5 per cent, but photography sales were flat.

Sales throughout the Boots group increased slightly faster than BTC, up 4.4 per cent.

Both Boots Pharmaceuticals and Boots Healthcare International sales rose 6.4 per cent. While pharmaceuticals were boosted by US sales of the thyroid hormone Synthroid, BHI did well in the UK with Crookes' Strepsils, Nurofen, Optrex and E45.

Sales at Boots Contract Manufacturing, however, slid 3.6 per cent, mainly because of halted Manoplax production.

• Boots The Chemists has recently started a flower delivery service trial.



## Hot June sales

The better weather saw a healthy trade in sun-care products in June following a poor May. There was also strong demand for hayfever and coughs and cold remedies, according to figures compiled by the British Retail Consortium. Sales from small 'chemists' grew faster than larger ones in the year to May, say figures from the Central Statistical Office.

## Haliborange sale

Sale of the Haliborange trademark to Seven Seas will not be referred to the Monopolies and Mergers Commission.

## RoC buyout

RoC's Epsom office will close from October 1 this year when the company transfers into Johnson & Johnson UK's hands (C&D December 4, p1025). Activities will move to J&J's offices in Maidenhead. Ordering procedures will stay the same until further notice.

## Glaxo Zantac battle

Glaxo is facing another court case with Novopharm over Zantac in the US. If Glaxo's actions delay the launch of generic Zantac, Novopharm says it would launch a countersuit to claim damages.

## Moss opens 300

Moss Chemists has opened its 300th branch, an in-store pharmacy at Sainsbury's superstore in Harlow, Essex.

Moss marked the occasion by inviting Marjorie Moss, its life president and daughter-in-law of founder Edgar Moss, to open the pharmacy. She also handed a gift to the 300th customer.

## Kimberly-Clark

Kimberly-Clark has doubled the size of its European feminine care business by buying the feminine care sector of German-based VP-Schickedanz from Procter & Gamble for about \$123 million.

## Coming events

## Homoeopathy on offer

Homoeopathic remedies specialist New Era is offering to pay for ten places on a pharmacist Faculty of Homoeopathy course.

The four-day course, which would normally cost £275, covers the principles of homoeopathy, manufacture and dispensing of prescriptions and an introduction to basic OTC prescribing, in London and Glasgow on September 10, October 15/16 and November 20.

Pharmacists should write to New Era at 15 Brackenbury Gardens, London W6 0BP, including 50 words on why they would like to attend and how they think it would benefit them.

Chemist & Druggist 30 JULY 1994

# Unichem slashes prices on generics

Unichem is slashing prices on ten popular generic drugs every fortnight from now on in an attempt to snatch back sales from short-line wholesalers.

Details of the first ten lines on special offer should reach pharmacy customers through the post early next week. The first promotional period is for four weeks (August 1-31). Subsequent offers will run every two weeks from September 1.

Prices are being cut by up to a half from the 'standard price', eg: ● co-proxamol tabs 100 offered at £0.66 (standard price £1.23), minimum order 10

● aqueous cream 500g offered at £0.67 (£1.26), minimum order four

● amoxycillin s/f susp 125mg/5ml 100ml offered at £0.89 (£1.21), minimum order five.

For the past three months Unichem has been buying generics centrally through one depot, rather than each depot ordering from manufacturers as required.

The beauty of the new generics package, according to Tony Foreman, Unichem's director of sales and marketing, is that short-liners won't know what products will be promoted next.

The Unichem sales force will be calling on pharmacists to find out more about their generic buying habits.

Unichem is one of the companies whose generic prices are used by the Department of Health to calculate the Drug Tariff price. Because of the short offer period the Tariff will not be affected.

Unichem's 'Generics extra' follows an AAI initiative last month (C&D June 4, p978) which saw pharmacists who nominated Hillcross as their principal supplier being offered discounts of at least 15 per cent on key products each week.

## Fight for Scots in-store pharmacies?

Tesco and Sainsbury may be fighting over in-store pharmacy sites in Scotland and the north of England.

William Low, the Scottish-based supermarket and superstore chain, is up for sale and would provide an opportunity for either party to expand into this part of the UK.

Tesco is the clear favourite, as the William Low board has already recommended its offer to shareholders. They have until August 8 to return their replies.

But Sainsbury has formally asked for more information on the sale. It had yet to make a counterbid at the time C&D went to press.

Of William Low's 57 stores, 45 of them are north of the border and the rest go down as far as Loughborough.

Of Tesco's 16 stores in Scotland, just one has a pharmacy — a Lloyds' concession in the Aberdeen branch. It also possesses 77 supermarkets north of Manchester, with its own pharmacies in stores which include Newcastle, Carlisle and Hartlepool.

Sainsbury has four stores in Scotland and 46 in its northern region.

## Pepcid ahead

Pharmacists are almost four times more likely to recommend Pepcid AC than Tagamet 100, according to independent research that was commissioned by Pepcid's manufacturer, Centra Healthcare.

The research also found that although more customers asked for Rennie, requests for Pepcid were only "marginally behind".

Nielsen's says Pepcid AC outsells Tagamet by 10 per cent.

The OTC indigestion market is growing by 13 pc a year by value.

## Wellcome's £52m for OTCs

Wellcome has set aside £52 million to reorganise the business after setting up the Warner Wellcome OTC venture.

This exceptional item was unveiled at the company's second set of interim results this year as it is in the throws of changing its financial year-end.

In the four months to June 30, pre-tax profits (excluding this exceptional item) were up 12 per cent to £182m. Sales over the same period were up 13 per cent to £690m.

Prescription medicines ac-

ounted for £558m of sales, an increase of 7 per cent in both actual and underlying terms.

Sales of Wellcome's best-seller Zovirax grew 17 per cent to £270m. There was also "strong" growth of the OTC version.

But Retrovir sales plummeted 17 per cent because of the continued impact of the Concorde study.

Over the counter medicines accounted for £132m of sales, including Wellcome's share of sales from the Warner Wellcome joint venture.



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**TRADE LESS 30%+VAT+POSTAGE** - 3xS831, 1xS852, Varidase t opical, Varidase combi pack, Ossopan granules. Tel: 091-373 0255.

**TRADE LESS 30%+POSTAGE** - 100 Creon caps, 100 Cyprostat 100mg, 100 Tetrabid, 36 Picolax, 120 Algitec, 200 Chloromycetin, 100 Lasikal, 50 Miracid 150mg, plus others. Tel: 0689 841251.

**TRADE LESS 40%+VAT+POSTAGE** - Triptafen tabs 100 (exp 12/94), Lopresor SR 1x28 (exp 11/94), Aquadrate cream 1x100g (exp 8/94), 250ml, 500ml Salazopyrin susp (exp 10/94), Zofran 4mg 20x30 (exp 12/94). Tel: 0205 310996.

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Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers, they must satisfy themselves about product history, conditions of storage and so on.



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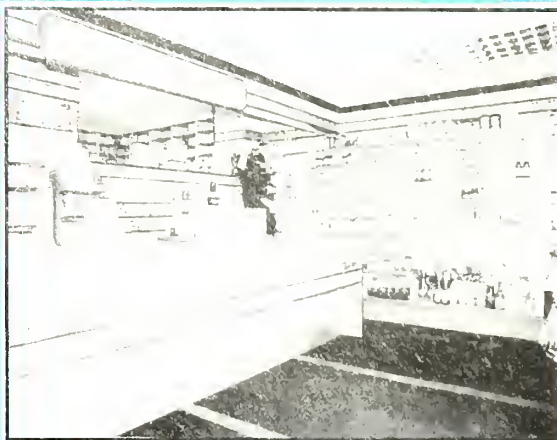


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Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to *Chemist & Druggist*. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form printed alongside.

Appointments, situations wanted, and businesses for sale will be incorporated as lineage advertisements under the appropriate Classified headings.

To: Business Link, CHEMIST & DRUGGIST, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

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## SHOPFITTINGS

# LEXDRUM

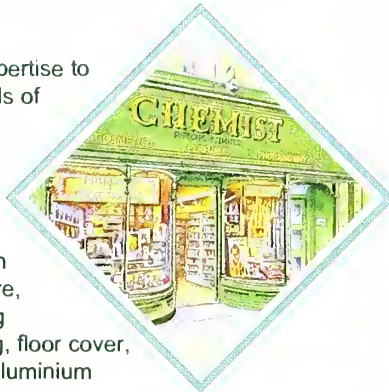
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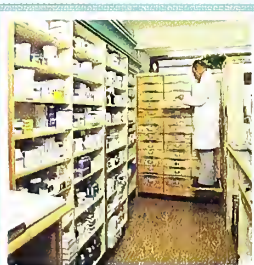
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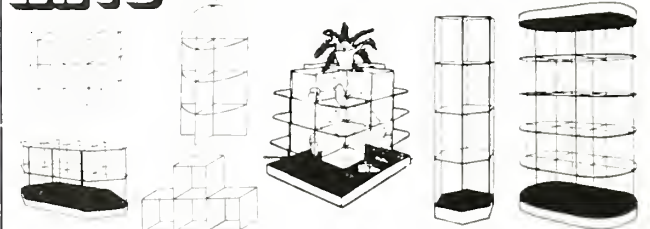
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D316	DOTHIEPIN TABS 75MG x 28	£1.95	Nett
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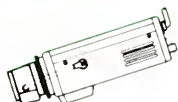
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18 Mulberry Gardens, Sherborne, Dorset.  
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# Aboutpeople

## Shooter to the top

Six senior members of Barry Shooter Pharmacies, including Barry Shooter himself, have recently qualified as National Vocational Qualification assessors and can now assess their own staff for NVQs.



Pictured receiving NVQ assessor certificates are (rear, left to right): Gary Boorman, manager Elm Park; Barry Shooter; Pam Dean, area director for LETec; Dipak Doshi, manager Chigwell; (front) Brian Conn, manager Chadwell Heath; David Johnson, buyer; and Jayanti Dattani, manager Hainault

To qualify, the assessors attended six evening workshops, run by Tony Comber of Orbital Training, and funded by the London East Tec and the Distributive Industries Training Trust.

Two pharmacy assistants from each branch will undertake the qualification initially, but in September all 50 employees will be involved in the National Pharmaceutical Association's counter assistants' course of the NVQ.

Both staff and assessors have found the NVQ a useful training tool which, at the same time, demonstrates the company's commitment to Investor in People standards. "We felt that by assessing the competence of our staff we could identify gaps where training was needed," said Mr Shooter, joint company director.

Mr Shooter, who is also a local pharmacy tutor for the College of Postgraduate Pharmacy Practice, is continuing with the next level of the NVQ with an aim of becoming an external verifier.

## CPP research awards

The College of Pharmacy Practice is inviting applications for the 1994 Glyn Jones Award.

The £1,000 Award, which is open to all pharmacists, is to provide financial assistance towards research benefiting community pharmacy. It is expected

to go towards material or equipment, travel costs at home or abroad, and costs for locum cover.

Applicants should have clear objectives, sound methods of investigation and an end product that can be applied practically to community pharmacy.

Anyone interested must apply by October 31 by contacting Mrs Jill Rose at the College. Tel: 0203 692400.

## NPA lawman

John D'Arcy, pharmacist administrator at the National Pharmaceutical Association, now has a law degree after studying with London University through distance learning.

For members, John says his LLB should mean even better, more considered advice, with ten out of 12 papers taken relevant to NPA work.

Pharmacist Mr D'Arcy says that, as a nit-picking scientist, his studies have given him a valuable insight into a completely different discipline.

## Appointments

The Jenks Group, specialist in sales, marketing and distribution of manufacturers' brands, has appointed **Gordon Hamilton** as national account controller for the pharmacy, grocery and CTN account teams. **Jacqui Bergonzi** has been appointed product manager for Mentholatum's Deep Heat range and Wassen supplements, while **Chris Sheppard** is now senior product manager for Febo Professional dog and cat foods.

**Colm Murray** has joined the AAH Pharmaceuticals' LINK pharmacy computer system and will be based at the company's Belfast branch.

**Anita Jordan** has joined Secto as financial controller and will look after accounting, financial, personnel and management functions. Secto, the petcare and household product company, recently started a re-development and expansion campaign to maximise on sales and new opportunities.

Pretty Polly has established a new

division, Sara Lee Hosiery (UK), resulting in two changes of position: **Clive Cooke**, previously sales director of Pretty Polly, has become general manager of Sara Lee Hosiery (UK), and **Bob Berry** has been promoted to sales director of Pretty Polly and Elbeo.

Innovex has appointed **David White** as group chief executive, reporting directly to the chairman and founder, Barrie Haigh. Mr White, who has recently led ICT's global plastics and acrylics businesses, will be responsible for the management of global operations. **Dr Peter Forrester**, recently managing director in the UK, has now been promoted to the position of chief executive officer for Europe.

**Gordon Mackenzie** joins Fleet Laboratories as sales executive for contract manufacture.

Scherer DDS has appointed **Martin Waymark** as business manager for Zydis Operations, a move from international marketing manager with Boots Pharmaceuticals.

## AAH goes back to school

Pre-registration pharmacy students from Bradford University were given the chance to get hands-on experience of pharmacy products and services through a series of workshops which were run at the university by AAH Pharmaceuticals and other suppliers.

The tutorial by AAH Pharmaceuticals' Healthcare Centre focused on home-help aids for the elderly and disabled. Other participants in the workshops included Allergan, Nutricia Dietary Products, Allen & Hanbury and the National Pharmaceutical Association.

• Peter James of P D James' Pharmacy in Duffield was surprised to hear that, because he was the 500th person to order the Home Health incontinence range starter pack from AAH Pharmaceuticals, he would receive it free of charge (normally it is priced £199).



Lady Antonia Fraser (left), pictured with Gerard House managing director Victor Perfitt and ceramicist Kate Malone, at the opening of a fountain in the herb garden at the Geoffrey Museum, London. The completion of Kate Malone's bronze, botanically decorated fountain, sponsored by Gerard House, coincided with Lady Antonia's opening of refurbished 17th-century rooms at the museum



Pharmacia, maker of Nicorette, raised £1,000 for the Imperial Cancer Research Fund through a smoking cessation telephone line set up last year. Deborah Faulkner, regional sales manager, presented the cheque to Dr Paul Nurse, director of research at the charity





## WHEN THE LAST THING THEY NEED IS A TENSION HEADACHE THE FIRST THING THEY NEED IS PARACODOL®

Today, three out of four headaches are tension headaches. And women with young children are four times as likely to suffer than the rest of the population.

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Just as Paracodol works fast to get rid of a tension headache, the new

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There has never been an analgesics campaign which has more impact or more selling power. It starts in July in women's magazines and continues into 1995. That's over six months of high-profile, high-frequency national support for the pharmacist from Paracodol.

So, make sure that being out of stock won't cause you a headache when customers ask for Paracodol.



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**ESSENTIAL INFORMATION:** Each tablet/capsule contains: Paracetamol BP 500mg and Codeine Phosphate BP 8mg. Paracodol tablets contain the equivalent of 1.5g of Sodium Citrate BP. For the treatment of pain, including muscular and rheumatic pain, toothache, migraine, neuralgia, sore throat, period pain and discomfort associated with influenza, feverishness and feverish colds. **Dosage:** Dissolve tablets in water before taking. Adults: 1-2 tablets or capsules. If necessary, the dose may be repeated every 4-6 hours, with a maximum of 8 tablets or capsules in 24 hours. Children: 6-12 years: 1/2-1 tablet. Not more than 4 doses to be taken in 24 hours. Tablets are not recommended for children under 6 years, and capsules are not recommended for children under 12 years. Customers requiring tablets who are on a reduced sodium diet or who have renal or hepatic impairment should be referred to their doctor. **Legal Category:** P **Product licence holder:** Radiol Chemicals Ltd, PL 0339/0030, PL 0339/0035, PL 0339/0043 Date of last review 24th March 1994 **Pricing:** Soluble Tablets 10's: £1.30. 30's £3.32. 60's £4.95. Capsules: 10's £1.25. 30's £3.13.



Roche Consumer Health

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**Active Ingredient** 5.0% w/w Urea hydrogen peroxide. **Directions:** Tilt head, and gently squeeze 5 drops into ear. Leave for a few minutes and then wipe surplus with tissue. Repeat once or twice daily for approximately 3-4 days or until symptoms clear. **Indications:** For the removal of hardened ear wax. **Precautions:** Do not use if sensitive to ingredients, if ear drum is damaged or if any other preparation is being used in the ear. Keep away from eyes. If irritation or pain occurs, or if symptoms persist, stop treatment and consult your doctor. Keep all medicines out of the reach of children. **FOR EXTERNAL USE ONLY** **Legal Category:** P **Packs:** Bottles of 8 ml (PL 0173/0151), price £2.95



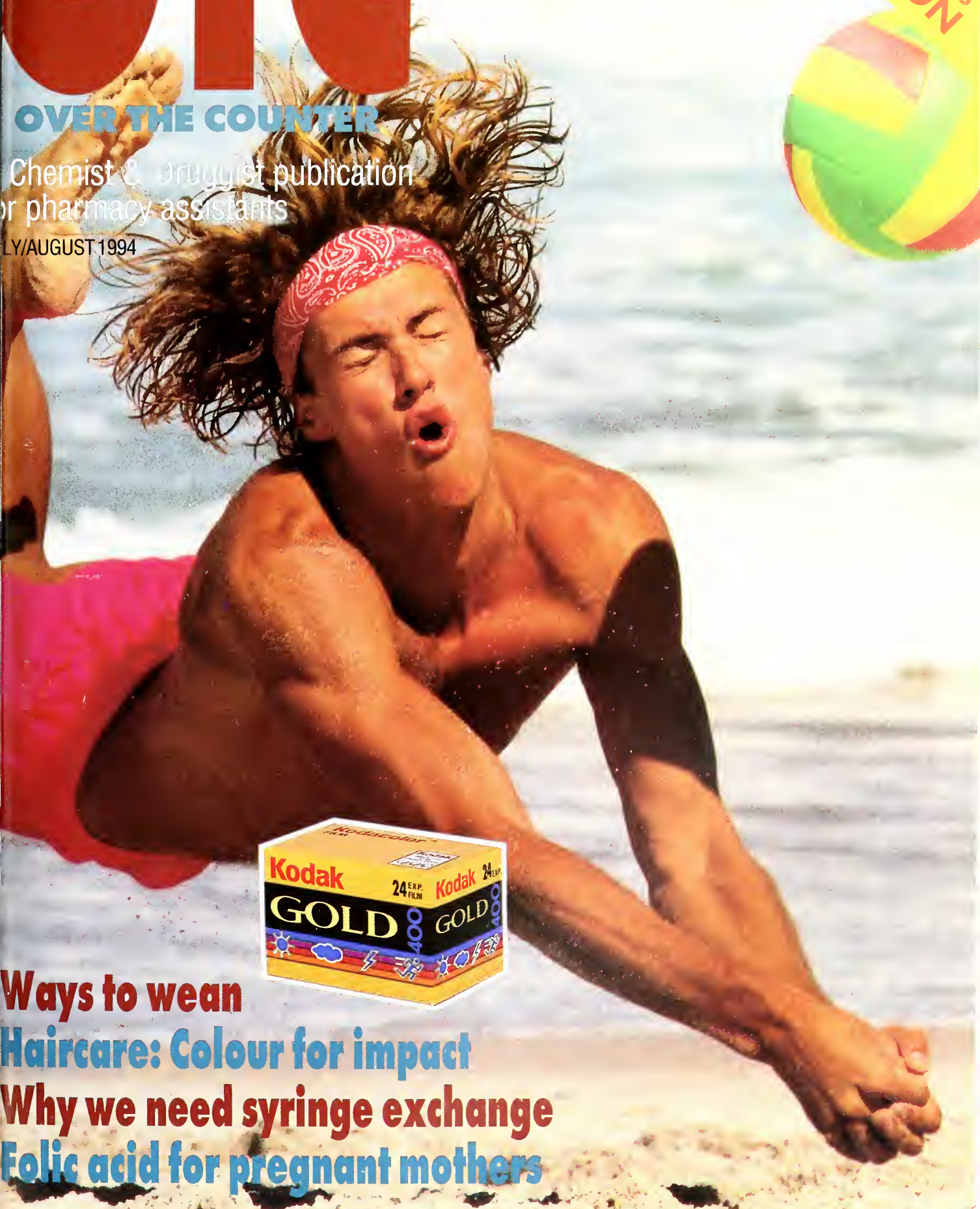
# OTC

**OVER THE COUNTER**

Chemist & druggist publication  
for pharmacy assistants

JULY/AUGUST 1994

**Kodak**  
Golden Memories  
**COMPETITION**



**Ways to wean**

**Haircare: Colour for impact**

**Why we need syringe exchange**

**Folic acid for pregnant mothers**



# WHEN THE QUESTION IS PAINFUL PILES

## THERE ARE GOOD REASONS WHY YOUR ANSWER SHOULD BE HEMOCANE

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However, once you've seen the evidence from a recent follow-up study based on over 14,000 new users, we think you'll have good reason to recommend HEMOCANE first.

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HEMOCANE contains five active ingredients to provide fast, effective relief from the misery of piles.

No other OTC product has this logical combination of ingredients.

- Lignocaine, for immediate and effective relief of pain and discomfort

- Two proven antiseptics, benzoic acid and cinnamic acid, to help the healing process

- Plus, the protective agents, bismuth oxide and zinc oxide to soothe irritation and burning as well as reducing discomfort



### The HEMOCANE Evidence<sup>1</sup>

1. The study confirmed that over 93% of new users rate HEMOCANE as better than their current haemorrhoid product.
2. The two leading reasons for liking HEMOCANE were the speed of pain relief and ease of use.
3. Over 90% of trialists rated the product as "good" or "very good" in the relief of pain and soothing of itch/burn, the two major causes of discomfort.
4. Over 90% of new HEMOCANE users say they will use it again.

These results confirm you can confidently recommend the soothing action of HEMOCANE to ensure satisfied users and repeat purchases.

### Non-staining, Non-greasy, Easy to Use

The ingredients are combined in a non-staining, odourless formulation. Available as suppositories or as a thick, non-greasy cream with its own unique applicator, making it easy and convenient to use, just where it's needed.



Efficient application direct to the site of irritation

We're confident that HEMOCANE will be the answer to your recommendation questions. If you still need convincing write off for a professional sample\* to: HEMOCANE Professional Sample Offer, FREEPOST RG494, Wokingham, Berkshire, RG11 1BR.

And, remember to ask your Intercare representative about the SPECIAL BONUS DEALS available during July and August.

So, recommend soothing HEMOCANE - not only to help with problem piles but to help ensure satisfied, loyal customers.



**PRESENTATION:** Hemocane is available in both cream and suppository form. **Cream:** Smooth, white, odourless cream containing five active ingredients: Lignocaine Hydrochloride BP 0.65% w/w, Zinc Oxide BP 10% w/w, Bismuth Oxide 2% w/w, Benzoic Acid BP 0.4% w/w, Cinnamic Acid BP 0.45% w/w. The cream is supplied in 25g & 45g tubes together with an applicator for use in the treatment of internal haemorrhoids. **Suppositories:** Ivory coloured 2gm torpedo shaped suppositories containing five active ingredients. Lignocaine Hydrochloride BP 11mg, Zinc Oxide BP 300mg, Bismuth Oxide 25mg, Benzoic Acid BP 8mg, Cinnamic Acid BP 9mg. The foil-wrapped suppositories are supplied in packs of 12 suppositories. **USES:** **Indications:** **CREAM:** for the effective treatment of the symptoms of internal and external haemorrhoids. **SUPPOSITORIES:** for the effective treatment of symptoms of internal haemorrhoids. **RECOMMENDED DOSAGE:** **ADULTS:** **CREAM:** Apply Hemocane Cream to the anal area as required, especially morning, evening and after bowel movements. **SUPPOSITORIES:** Use one suppository morning and night, and after bowel movements. **CHILDREN:** Not recommended. **CONTRA-INDICATIONS, WARNINGS:** Sufferers from haemorrhoids are advised to consult a doctor. If the symptoms persist or, worsen, or an allergic reaction or rectal bleeding occurs, discontinue use immediately and consult a doctor. The products are for external use only. **Pharmaceutical Precautions:** Cream: Store in a cool place. Suppositories: Store in a cool, dry place. **Legal Category:** Cream GSL. Suppositories GSL. **Product Licence Number:** Cream: PL 0255/0020 Suppositories: PL 0255/0017



Intercare Products Limited, 7 The Business Centre, Molly Millars Lane, Wokingham, Berkshire RG11 2QZ.



Reference: 1. Data on file, Intercare Products Limited. \*Only one tube of HEMOCANE per pharmacy throughout the campaign.



SUPPLEMENT TO  
**CHEMIST & DRUGGIST**  
July 16, 1994

**Editor:** John Skelton, MRPharmS  
**Supplement Co-ordinator:**  
Maria Murray, MRPharmS  
**Art Editor:** Tony Lamb  
**Advertisement Manager:**  
Ian Gerrard  
**Publisher:** Ron Salmon, FRPharmS

**in** A United Newspapers publication

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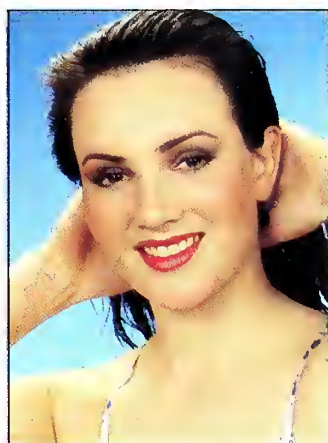
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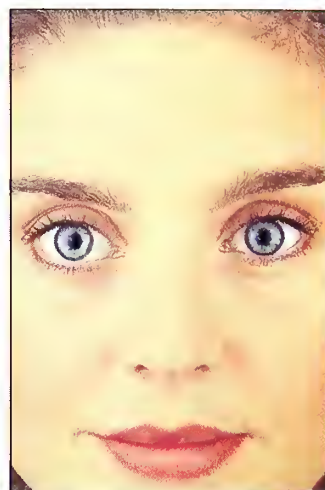
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Home pregnancy tests have become more accurate and easier to use which explains their growing popularity. But do you know how the different tests should be carried out? *OTC* reviews the products on your shelves

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Sally Maladie wants something for a sore eye. What is really wrong and what does she need? Patients often present in the pharmacy with eye problems. *OTC* looks at the common conditions that can be managed with OTC products

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# OTC

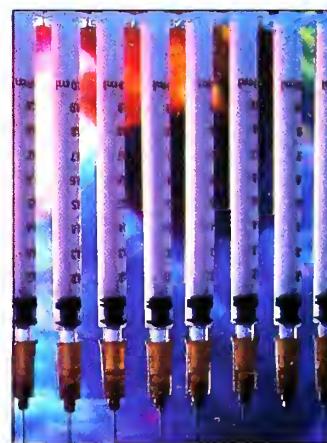
OVER THE COUNTER

Volume 6 Number 50  
July/August 1994

## Pharmacy syringe exchange schemes

Running a needle exchange scheme is becoming more common in pharmacies. Liverpool pharmacist Jeremy Clitherow, speaking from personal experience, explains why this professional service is so important

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# KODAK - Golden memories Competition

## Free film

and a chance to win a

# £2000 HOLIDAY

See page 6

**Kodak Gold film - a film speed for every occasion**



**ISO 100 speed:** For bright, sunny days and when taking indoor shots using a flash.

**ISO 200 speed:** Ideal all-purpose film, when you can't rely on the light conditions.

**ISO 400 speed:** Perfect action film or for use in poor light conditions.





You'll have noticed there's a new face at the top of this column. Staff changes and reshuffles are a fact of working life. We all know what it's like to start a new job and having to learn new skills. Training makes it all a bit easier and is becoming more important in the pharmacy as medicines move from POM to P.

The report on the sale of P medicines in the June issue of *Which?* highlights the need to know how to sell these products (News, p4). As a regular reader of *OTC* it is unlikely that you are one of those assistants who doesn't ask any questions about who it is for, or what it is for, and does the customer know how to use it? It is those who do not know what '2WHAM' means who need to find out.

The movement of medicines from POM to P is a great opportunity for us to use our extra knowledge about medicines to help the public treat conditions such as thrush and indigestion themselves. However, if we don't do our job properly we'll lose the respect of the public and could even lose the exclusive right to sell these medicines.

On a more cheerful note, you still have time to enter our photographic competition co-sponsored with Kodak (see p6-7). You don't even have to buy a film as Kodak will supply one free. First prize is a £2,000 holiday so why not take a few pictures when you're at a summer wedding or barbecue. Happy snapping!

**Maria Murray**

Supplement Co-ordinator

## NEWS

### Which? slams P sales

A *Which?* report has accused pharmacists of inadequate supervision of Pharmacy medicines, putting patients at risk. The Consumers Association sent researchers into 30 pharmacies in London, Newcastle, Kent and Wales to ask for P products such as Canesten cream, Pollon-Eze, Hc45 cream and Tagamet.

In nearly all cases the pharmacy assistants did not ask who the product was for or what it was wanted for, nor did they give any advice on the use of the medicines. In two cases, P sales were made while the pharmacist was not actually in the shop.

The reports conclusion was that the P classification makes sense "only if supervision really does protect customers" and failings "are all the more serious because of the growing number of medicines being approved for pharmacy sale".

Although the RPSGB pointed out that *Which?* incorrectly assumed that pharmacists had to be personally involved in every P medicine sale, the report had already been picked up by national newspapers.

● **STOP PRESS.** Eight more POM to P switches have been announced. They are: minoxidil (Regaine) for baldness; ranitidine (Zantac) for dyspepsia; felbinac (Traxam) and piroxicam (Feldene) for topical use; flunisolide (Syntaris) for hayfever; ad cortyl in Orabase 5 for mouth ulcers and hydrocortisone acetate (Anusol Plus) for haemorrhoids. Mild to moderate eczema has been added to the list of indications for OTC hydrocortisone.

### Have you a Kodak Kid?

Have you got an endearing, colourful and mischievous child. If so, they could be a 'Kodak Kid' of 1995.

The search is on for a boy and girl under the age of eight who will appear in publicity photographs for Kodak Gold. The kids will also enjoy a family holiday in Jamaica as part of a £15,000 winners' package.

The final, featuring two regional winners from each of the five judging regions (north and south England, Scotland, Ireland and Wales), will take place in September. All finalists will win a framed portrait of themselves by the *Daily Express* chief photographer.

Entry forms are available in the *Daily Express* from June 20 for a seven-week period, or from Kodak Express outlets. Closing date August 4. Simply send a recent picture of your child, together with the entry form, to 'Capture the Kodak Kids', *Daily Express*, Ludgate House, 245 Blackfriars Road, London SE1 9UX.

### Photo shy?

People are taking fewer photographs than they did a decade ago, according to a new survey from Mintel. One of the main reasons for the decline in 'happy snappers' is that there are fewer special occasions, such as weddings or christenings. The number of marriages taking place has fallen by a fifth since 1971.

The recession has also had an effect, with less money to spend on cameras, film, processing and holidays. Over one in five of those surveyed said they would use their camera more often if they were reminded to take it with them. (Hurry up with those memory pills!) Surprisingly, only one in eight blamed the British weather...

### Five TVs to be won from Ibuleve

**Five Sony portable televisions, plus 100 HMV music tokens worth £13 can be won by pharmacy assistants and pharmacists in an Ibuleve competition.**

Entrants have to answer five questions about Ibuleve and NSAIDs in general. The correct entries will be put in a draw, from which the lucky 105 prize winners will be selected. Closing date for entries is October 1. Entry forms are available from Dendron sales representatives.

### Speaking the same language?

A talent for crosswords could be an advantage when dealing with customers who have thrush. A Bayer survey, carried out by Gallup, found that the majority of women would avoid using the word vagina when describing to a health professional the part of their body affected by thrush. Almost a quarter of the women preferred to use phrases such as "down under", "private bits" and "my underneath", while one in ten avoided the issue by just mentioning the general symptoms of thrush.

The pharmacy was singled out as the place a woman was least likely to feel uncomfortable discussing thrush, with only one in 100 women experiencing embarrassment. Nearly one-third of women identified an open-plan office as the most embarrassing place to discuss it.

Although vaginal thrush affects more than four million women a year in Britain, the results of this survey show that sufferers are still embarrassed to discuss the condition. So why not put them out of their misery with some tactful service the next time they start referring to their "privates" in public.

● Vaginal thrush is the theme of the first-ever Pharm-Assist Education Programme (PEP) Roadshow, sponsored by Bayer, which is touring Britain. You can attend a local evening seminar and learn how to advise your customers, answer those awkward questions about thrush and recommend appropriate action, with a buffet and drinks thrown in!



### Pain relief pack

Napp Laboratories has produced a Pain Relief Pack for training pharmacy assistants. The pack explains why pain develops, describes the different OTC analgesics, frames questions to ask the customer, and suggests when to refer patients for further advice.

There are self-assessment tests throughout and, if you fill them all in, you can enter a

competition with a chance of winning £100-worth of shopping vouchers which can be used at over 20 major shops, restaurants, health clubs and hotels. If you want a copy of the training pack you should ask your Napp sales representative or write to: Paramol Pain Relief Pack, Napp Laboratories, Cambridge Science Park, Milton Road, Cambridge CB4 4BH.



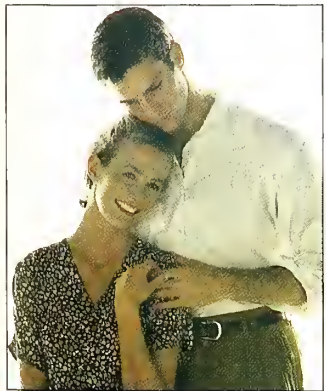
# Unipath focuses on women's health

Over 10,000 pharmacy assistants are expected to benefit from over £100,000 that Unipath is investing in a new education initiative. Its aim is to provide assistants with a comprehensive source of information on the female body and women's health issues, ranging from menstruation to menopause.

Research carried out by the company revealed that over one-fifth of women think they can become pregnant on 21 days or more every month, with over one-third claiming that ovulation occurs during menstruation.

Unipath have launched their educational programme through *Talking Point*, a magazine which will be sent free to registered pharmacy assistants, throughout the year. Readers will be able to enter for the 'Pharmacy Assistant of the Year' competition, with a top prize of a two-week holiday in Florida.

The first issue of *Talking Point* also includes a binder and the first in a series of six booklets inviting readers to 'Wise up to Womanhood'. The booklets have been produced by the Woman's Information Service (WISE), an organisation set up by Unipath to provide women with information on their bodies. Unipath Ltd. Tel: 0234 347161.



## Babies first

One in five women in a relationship would walk out on their partner if he refused to let them have a baby, reveals a new survey by First Response. Another 20 per cent said they would seriously consider it. In the Midlands and Wales the percentage of women who put children before their partners is even higher — just less than half would stay with their man if he refused to let them have a baby.

Those in relationships where both partners want a baby tend to be romantics: 23 per cent of women believe that trying for a baby will make love-making more special — an opinion shared by 29 per cent of men.



Congratulations to Beryl Wilsher, winner of the 'Spot the Gavison' competition featured in a recent issue of *Over the Counter*. Mrs Wilsher works at Martel's Pharmacy, Paddock Wood in Kent, and she is pictured receiving her prize of £100-worth of Marks & Spencer vouchers from Stuart Finn (left), territory manager, and Andy Simpson, regionalsales manager, Reckitt & Colman

## Mediterranean diet for a healthy heart

A diet based on what the islanders of Crete eat can dramatically reduce the risk of dying from heart disease. French scientists had to stop their research ahead of schedule because the diet was proving so successful they felt it would be wrong to deprive the other patients of its benefits.

Coronary heart disease is not very common on Crete where the diet includes a high intake of alpha-linolenic acid (in olive oil) and plenty of fruit and

vegetables, which are rich in antioxidants. The study, carried out in France, involved over 600 patients who had suffered a heart attack. Half were encouraged to eat more bread, more fish, less beef, lamb and pork, and to eat fruit every day. Butter and cream were off the menu and replaced by a specially developed margarine which had a high content of alpha-linolenic acid. Meals could be washed down with 'moderate' amounts of wine.



Pharmacy assistant Kathleen Suddes was one of the winners of a Palmcorder in the Blistez Hollywood Romance competition. Kathleen, who works at the Prestwood Pharmacy in Great Missenden, is pictured receiving her prize from Des Plowright from Dendron. She is looking forward to using her Palmcorder at her daughter's wedding



## Cookies return

The Pharmacy Healthcare Scheme, in conjunction with Crookes Healthcare, has relaunched its 'Smart Cookies Don't Burn' campaign. Over half a million leaflets, with information on sunburn and skin cancer, are being distributed to pharmacies. However, it's not all gloom and doom with plenty of tips for safe tanning.

Travel kit on offer



We all know that travelling on long haul flights can leave you like a limp rag. However, you could arrive at your destination fresh and fit for a fortnight of fun, thanks to Reckitt & Colman, who are giving away 25 Disprin Long Haul Travel Kits to OTC readers.

Each pouch contains a pack of Disprin Direct, the chewable aspirin, moistened tissues and moisturiser to freshen up and a lip salve as well as relaxing aromatherapy oils.

All you have to do is send your name and address to *Over the Counter/Disprin Long Haul Offer, Chemist & Druggist*, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW to arrive no later than August 19. When sending in your application you **must state**:

1. That you are over 18
2. That you would like to receive a pack of Disprin as part of the kit.

The first 25 names out of the bag after the closing date will receive a kit.



# Free film and chance to win £2,000 holiday with Kodak

Chemist & Druggist and Kodak are co-sponsoring a photographic competition — Making Golden Memories — on Kodak Gold film. The first prize is a £2,000 holiday of your choice with ten Kodak Star compact zoom camera outfits for the runners up. Read on to get tips on how to win by taking better photographs of your holiday, family, nature, action ... in fact anything that can be captured on Kodak film by September 12

Kodak are supplying free Kodak Gold film for the first 3,000 entrants — the rest is down to you

## How to enter

We suggest you first read the "How to take better photos" tips supplied by Kodak, then decide on your plan of action. The 24 exposure 400 ASA film supplied by Kodak will handle freeze-frame action shots as well as moody low-light pictures.

You have nearly four months to take a range of pictures on your free film. The last date for entry is by personal delivery to the Chemist & Druggist stand at Chemex 94, Wembley on Monday September 12 — before that simply post your snaps to C&D's offices (see rules).

The results will be announced in *Over the Counter* on November 26.

## The judges

Kodak's sales director Neil Murphy and the company's trade marketing manager, both from the pharmacy and drug store consumer imaging division, will join Chemist & Druggist's art editor, Tony Lamb, on the judging panel — *Over the Counter's* supplement co-ordinator will act as non-voting chairman.

The winning shots will be featured on November 26 as examples of all that is



excellent in photography. Some of the not-so-good shots will be featured later — anonymously, of course, to avoid embarrassment —

with tips on how they could have been improved.

**The aim of the competition...** To encourage the taking of better quality



photographs by yourselves and by your pharmacy's customers. If you can do it, so can they, because you will have at your fingertips those extra hints on taking better snaps to pass on to the customer.

**The result ...** Happy customers with a permanent record of those special moments. The bonus will be your own self-satisfaction and a contented boss, to boot, as the till keeps ticking over with all those extra D&P and film sales.





# Kodak's hot photo tips

## Firstly choose the right film

The most popular type of camera nowadays is the 35mm compact, with over 85 per cent of films taken in for processing being 135 cassettes.

It is important to choose the right speed of film for your subject matter and lighting conditions as this will ensure that you get the best possible results and prints which are clear, bright and colourful, rather than washed out or too dark.

All films are sensitive to light and the number or speed of a film eg 100, 200, 400 indicates how sensitive the film is to light.

The 100 speed is the least sensitive film and soaks up least light. It is best for very bright sunny conditions.

The 200 speed is more sensitive to light and is therefore good for a mixture of lighting conditions such as hazy sunshine, dull days and indoor photography with a flash.

The 400 speed films are the most versatile films. Of the more popular speeds, 400 is the most sensitive and soaks up the most light, making it superb for flash photos, indoor and outdoor photography as well as action shots when you want to freeze the movement.

## Taking a perfect photograph

- For good, sharp pictures, hold the camera steady!
- Stand still, compose your picture and gently squeeze the button.
- Hold the camera level, so that the horizon doesn't appear tilted, unless you want it to of course.
- Think about whether a particular angle or perspective could actually improve the shot, but make sure that this is a deliberate choice.
- Check that your fingers aren't covering the lens or flash (if used).

## Picture composition

### Framing the shot

- Concentrate on one subject at a time and frame that subject well.
- Use foreground objects or people to add detail, a sense of scale and proportion and ultimately interest to the shot.
- A tree, archway,

gateposts, bridge etc, can provide a natural frame and depth to a picture.

- Remove clutter in the background as far as possible. This avoids the all too common sight of a telegraph pole erupting from Aunt Maud's head or a telephone cable sprouting from Grandad's ear!
- Think about alternative viewpoints from which to take the photograph eg kneel down to a child's height to capture them at play at their own level.

## Lighting the shot

- Always be aware of where the light is coming from.
- Light in front of you will result in glare spots which will spoil the shot.
- Sidelighting is good for adding texture and depth.
- Backlighting gives a glow or translucent effect to the main subject.

## Close ups

When photographing a group of people get fairly close to them so that they fill the viewfinder or frame. This gives the shot more "punch" and ensures that they aren't just specks in the distance.

## Action Shots

- When taking pictures of moving subjects you should try to "pan" or move the camera with the action and squeeze the shutter release button at an appropriate moment, while still panning. This will, as far as possible freeze the main subject. Don't forget that a slightly blurred background is sometimes desirable to give the impression of speed.
- Smooth movement is the key to success. Don't stop moving until after you have taken the shot.

## Flash photography

Try to avoid situations where the people that you wish to photograph are at differing distances from the camera. If you can encourage them to group together they will be evenly lit.

Avoid using flash when there are highly reflective surfaces that can bounce the flash light back into the camera. This will result in glare spots and a spoilt picture.

Position yourself at an angle to this surface to reduce the risk of this happening.



## The rules

1. Entry is open to all pharmacy assistants working in any UK pharmacy.
2. The first 3,000 entrants will receive a free Kodak Gold 400 135-24 exposure film.
3. The co-sponsors, Kodak and C&D, reserve the right to refuse any entry to the competition.
4. Photographs and negatives will only be returned if a stamped addressed envelope is enclosed with entry.
5. Developed prints must be received by *Over the Counter, Chemist & Druggist*, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW no later than September 12, 1994. Alternatively, prints can be dropped off at C&D's Chemex stand at Wembley on either September 11 or 12.
6. Staff employed by Kodak Ltd or Benn Publications are not eligible to enter.
7. The judges decision is final and will be announced in *Over the Counter* on November 26.

8. The first prize will be £2,000 of travel vouchers to be taken wherever and whenever the winner decides, subject to the terms and conditions on the vouchers. The ten runners-up will each receive prizes of Kodak Star 35mm zoom compact camera outfits (£230 at retail).



## Get your free Kodak film here

Please send in for free Kodak Gold 400 ASA 24-exposure film to *Over the Counter, Chemist & Druggist*, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.

Name .....

Pharmacy Address .....

Tel No.....

## Entry form for £2,000 Kodak holiday

Send this duplicate name and address sheet when you have shot your film, with your three best prints and the entire film negative strip to "Making Golden Memories", *Over the Counter, Chemist & Druggist*, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.

Name.....

Pharmacy address.....

Tel No.....

Signature of pharmacist to verify that negatives and photos are your own work

Name .....Reg no.....



# Baby Milks

There is no doubt that breast is best when it comes to feeding baby. Breast milk contains all the nutrients that a baby needs to thrive and contains antibodies to help protect a baby from infection. In this respect no formula milk compares to breast milk.

However, there are many women who are unable, or don't wish, to breast feed their baby. A survey in July last year showed that of 627 new mothers, 44 per cent went straight on to formula milks. Others, stop breast feeding after a few months or when they return to work. The latest research advises that babies should not drink cow's milk for the first year of life (although other dairy products such as cheese or yoghurts can be given after six months). This means that more mothers will be using baby milk powder.

When it comes to choosing a baby milk, mothers are faced with a bewildering array of different types and brands of formula and the pharmacy assistant is increasingly being asked for advice.

## Which milk?

There are four different types of formula milk: whey-based, curd-based, follow-on milks, and soy milk.

## Whey milks

Whey dominant milks such as SMA Gold, Farley's First Milk, Aptamil and Premium are recommended from birth because they are said to be nutritionally closer to breast milk. They contain more whey protein than curd protein or include long chain fatty acids.

A baby who is content with this milk can continue with it throughout his first year and need not change to any other.

## Curd milks

If a baby seems very hungry and is not satisfied with the whey based milk, the health visitor may advise that he be given a curd dominant milk such as SMA White, Farley's Second Milk, Plus or Milumil. These have 80 per cent curd protein content which stays in the stomach longer and is more satisfying.

Health visitor, Mary Daley believes that moving on to this type of milk may prevent the mother making

*The market for baby milks is worth over £83 million and although the pharmacy share of the baby care market has decreased over the past few years, pharmacy staff are still regarded as a source of independent advice on milks. To help you answer any questions from mums and dads, Zita Thornton summarises the products available*



SMA Nutrition

up her existing formula wrongly by adding 'one for the pot', in the misguided belief that this will satisfy her baby better. "Although the message is clearly stated on baby milks that the instructions must be followed properly, a significant percentage are not doing so.

"Mothers don't realise the dangers from dehydration that adding too much milk powder can cause. It will lead to serious problems and the baby may even be crying with thirst, not hunger."

Curd milks also have a role in stopping mothers weaning babies too early because they seem unsatisfied on the first milk formula.

## Follow on milks

Follow on milks such as SMA Progress, Farley's Follow-on and Cow and

Gate's Step Up contain higher levels of vitamins and iron and are intended to be used as part of a mixed diet from the age of six months.

Mary Daley's view is that by and large, with a good weaning diet containing iron rich foods and vitamin C from fresh fruits and vegetables to help iron absorption, a follow on milk should not be necessary.

## Soy milks

Soy milks such as Wysoy, Farley's Soya Milk and Infasoy are free from cow's milk protein and lactose and are intended for infants who are allergic to them.

However, Mary Daley stresses: "Cow's milk allergy is actually quite rare and is a medical problem so these milks should only be used with the supervision of the doctor or health visitor."

Nanny is a goat milk infant formula which is

suitable for babies who cannot tolerate cow's milk.

## Pre-term milk

Farley's produce a milk formula, promoted for use with pre-term babies and have recently added long chain polyunsaturated fats to the formula. But once again Mary Daley believes that the mother should liaise with her health visitor who will be taking guidance from the Special Care Baby Unit consultant and staff.

## Which brand?

"There is no rationale for choosing one particular brand over another" says Mary Daley. "It all depends on taste and personal choice. Mothers may choose the brand which they started using in hospital or that a friend recommends.

However, they should avoid chopping and changing from brand to brand because they believe that a particular milk doesn't suit their child. Any difficulties, such as colic could be due to many other reasons. If a mother is having difficulties with her baby's feeding and asks you for advice on which brand she should change to, you should suggest she first talks to her health visitor, or midwife. In the same way, if a mother wishes to stop breast feeding because she is having trouble with it, her health professional or National Childbirth Trust breast feeding counsellor may be able to help her."

All milk manufacturers offer advice from dietitians to parents on baby milks. Contact telephone numbers can be found on the tins.

*SMA Nutrition have produced a pack of educational material for use by pharmacists and assistants. It includes a newsletter, giving information on breast feeding and infant formulae, a pocket guide to their own formulas and the equivalent from other manufacturers, a question and answer leaflet and a chart with information on breast milk, infant formulas and feeding.*

*The pack is available from SMA representatives or from: Healthy Response, Dept PR17, PO Box 21, Godalming, Surrey GU17 2SS*

*Farley's also provide an information service for pharmacy staff. Tel: 0602 688529.*



# Naturally, what's best for baby is best for your business.

Modern mums know that Avent is the best, combining advanced paediatrics with plain common sense, which is why they voted with their purses to make it the fastest growing brand in the UK. Mothers also know that the fully comprehensive range of baby feeding products progresses from newborn to weaning and that independent tests, and the recommendations of health professionals, have proved them best for mother and baby. Highly visible packaging gives these premium products outstanding shelf appeal, delivering a higher return per foot of shelf. Avent is shaping the future of the mother and baby care market with attractive products that attract profits for you. Naturally.



## The Avent Bottle

'Our favourite bottle, this has a wide mouth which made filling easy.'

*PARENTS Magazine, Star Buy*



## The Avent Breast Pump

'Easy to assemble, lightweight and compact. A good choice for everyday use. Our testers recommended this pump for use even several times a day.'

*PARENTS Magazine, Best Buy.*



## The Avent Steam Steriliser

'Very easy to set up, and to remove the equipment. Very fast, good value.'

*PRACTICAL PARENTING Magazine, Star Buy.*



**AVENT**  
Naturally  
by Cannon Babysafe™



## The Avent Microwave Steriliser

'Holds four chubby bottles, takes just ten minutes and is so easy to set up.'

*PRACTICAL PARENTING Magazine, Star Buy.*



## Avent Soothers

'Fastest growing branded soother - now 20% market share.'

*FSA Research*



## Multi-shaped Bottle Warmer

'This could hardly be simpler to use.'

*MOTHER*

For further information contact the sales office on (0787) 280191.



# SAFEGUARDING

*Folic Acid is helping.*

# AN UNBORN BABY'S

*We are helping.*

# HEALTH IS TOO VITAL

*Now you can help too.*

# TO GO UNNOTICED.

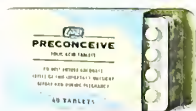


**SAFEGUARDING YOUR BABY'S HEALTH STARTS  
WHEN IT'S JUST A TWINKLE IN YOUR EYE.**

Preconceive is taken by women from the first pregnancy planning through to the health week of pregnancy.

A vital precaution.

Preconceive is a daily folic acid tablet which is recommended by the Chief Medical Officer's Committee to be taken by all women of childbearing age. It is needed to help ensure proper development of the baby's neural tube, which is an important part of the central nervous system. Preconceive is the ideal supplement for every woman who wants a baby – and who wants the best for her baby from the very start.



**THE IDEAL FOLIC ACID SUPPLEMENT**  
Avoid a neural tube defect from the start

It's essential that health professionals promote the importance of folic acid in helping to ensure the correct foetal development of the neural tube. And Lanes – developers of Preconceive, are playing a leading role in seeing that they're well-informed through an active programme of support.

Now you can play your role too by stocking and recommending Preconceive. Preconceive is the ideal folic acid supplement:

- a one-a-day tablet providing 400 mcg folic acid, the strength the Chief Medical Officer recommends.
- competitively priced at around 4p per day
- blister-packed in distinctive cartons
- free promotional material available\*
- on-going advertising to health professionals and consumers to educate and inform.

For the woman who wants a baby, you want to provide what's best for her baby. And folic acid supplements don't come better than Preconceive – with the promise of better profits for you, too. Available from Dendron Ltd, 42 Caxton Way, Watford Business Park, Watford, Herts.

Tel. 0923 229251. Stock up now!



**THE IDEAL FOLIC ACID SUPPLEMENT**

*\*For a copy of the poster (illustrated) and consumer leaflets, phone or write to Dendron Ltd at the above address.*



**Lanes** Leaders in natural health care



# What's the fuss about folic acid?



Image Bank

Folic acid is familiar to a lot of people as one of the B group of vitamins, but few realise its important role in pregnancy. *Marjorie Mac Donnell explains*

how folic acid works to help prevent these conditions. The simplest theory is that it remedies a folic deficiency or helps overcome an in-built metabolic problem.

Alternatively, because it is known that folic acid is important in making the building blocks of life, DNA, then it is possible that it has a direct effect on either the mother's or the child's genetic make-up, helping the neural tube to close.

## Multiple choice

Since the results of the MRC study became known a wide range of folic acid supplements has appeared on the market, each containing the necessary 400mcg.

A higher strength tablet,

containing 5mg, has long been available on prescription, but until recently the 400mcg strength was not. However, this has now been remedied and doctors are free to prescribe it. This is worth bearing in mind for those customers who may want this supplement but feel the price puts it out of their reach.

Many customers may ask if they should be taking an ordinary multivitamin. The answer is no as most fall short of the 400mcg concentration. As an aside, a Hungarian study has suggested that multivitamins taken before conception can reduce the risk of congenital abnormalities, but this has

yet to be proved conclusively.

Of course, some women don't have to supplement their diet at all, they can take it all from nature.

Brussels sprouts, asparagus, spinach and black-eyed beans are all rich sources of folic acid. Broccoli, cabbage, spring greens, lettuce, parsnips and cauliflower are also pretty good. And don't forget your cornflakes, as breakfast cereals and some types of bread (such as *Nightly White*) contain the vitamin.

## Common

The great problem is that very few women are aware of how folic acid can help. Surveys in maternity hospitals have revealed that only 2-3 per cent of pregnant women do take supplements, and half who do are following advice from their GP.

As the vitamin needs to be taken before pregnancy, there is scope for assistants, who know their customers well and know which women are trying to conceive, to give advice at the crucial moment.

Of course, not all pregnancies are planned and in these cases there is nothing you can do — except hope she's got a folic rich diet. However, there is some evidence to suggest that taking folic acid after conception may also have a protective effect. But as yet this hasn't been confirmed.

One way to raise awareness of this important issue is to make sure that leaflets are available and prominently displayed in the pharmacy. The Department of Health and most of the manufacturers do produce leaflets, as does the Association for Spina Bifida and Hydrocephalus.

It's not easy for a pharmacy assistant to get the message across where large scale campaigns have failed. But it's estimated that if all women in Britain took this advice there could be as much as a 75 per cent reduction in the number of babies born with NTDs — bringing the number down to only 100 babies per year.

## Product guide

Cantassium Folic Acid  
English Grains Folic Plus  
FSC's Folic Acid  
Health Aid Folic Acid  
Health Plus Folic Acid  
Health+Plus Folic Acid  
Lanes' Preconceive  
Seven Seas Folic Plus

Until 1991 folic acid was notable only for being one of the vitamins present in breakfast cereals. Its use was limited to people suffering from specific folic deficiencies.

Then the Medical Research Council announced the results of an eight-year study which revealed that taking folic acid supplements helped prevent neural tube defects (one of which is spina bifida) in babies of women who had previously had a child affected with the condition.

Further work confirmed this finding and also recommended that all women who were planning a pregnancy should take 400mcg of folic acid before conceiving and for the first 12 weeks of pregnancy, to reduce the risk of spina bifida in their child.

## Folic role

Women really only need to take 400mcg of folic acid until the fourth week of pregnancy, around the time when neural tube defects (NTDs) occur. But in practice there is often confusion surrounding the exact date of conception, and the 12 week figure is used to err on the side of safety.

What happens with an NTD is that, around four weeks into the pregnancy, the brain or spinal cord of the foetus does not develop, for some unknown reason.

What is known is that there is a genetic link and if a woman has had one affected child then the risk of having a similarly affected child is ten times higher. Other suggested risk factors include the age of the woman, where there is a slight risk if she is very young or very old, and poverty.

NTDs split into three types:

- **anencephaly** means that most of the brain and skull are missing. Babies are either stillborn or survive only a short time after birth
- **encephalocoele** results in the brain pushing through part of the skull, although is not very common
- **spina bifida** children have an incomplete spinal cord. In very severe cases the membranes of the spinal cord protrude through a gap in the backbone.

Hydrocephalus (cerebrospinal fluid gathering in the brain) is associated with NTDs as in some cases the usual outlet for the fluid has been blocked.

No-one knows exactly



**Fever in children is a common problem with a range of causes. Although fever seldom has serious consequences it can lead to sleepless nights, tiredness and irritability — and not just for the child! Maria Murray explains how combining simple measures and over the counter medicines usually remedies the problem**



Beryl

# Too hot to handle

The human body has a very effective temperature regulating mechanism that keeps body temperature within a narrow range of temperatures, averaging 37°C (98.4°F). Fever, which means a temperature of 37.7°C (100°F) or above, is a symptom of an illness and usually results from the body's attempt to fight a bacterial or viral infection.

However, the temperature regulating mechanism is not as efficient in children so they tend to get hotter in hot weather and colder in the cold than adults. They also have higher temperatures with infections.

Fever in children is usually due to colds, teething, tonsillitis, chicken pox, scarlet fever, or vaccination. Once the underlying cause of fever has been identified and, where possible, treated, attempts should be made to relieve the child's symptoms.

## Measurement

Feverish children may also shiver, sweat, appear flushed and complain of having a headache and being thirsty.

Although fever in a child

can often be detected by placing a hand on their forehead, a more accurate measurement can be obtained using:

- **Mercury thermometers** work on the principle that the mercury in the bulb expands when it is heated and travels along a glass tube marked with two temperature scales — Fahrenheit and centigrade. The thermometer can be placed under the tongue, with the child's mouth shut, or under the armpit. It should be left in place for about two minutes to get an accurate reading. Before taking a measurement the thermometer should be shaken a few times to make sure the mercury is a couple of degrees below normal.

As mercury thermometers are made of glass they are breakable. Care should be taken when shaking the thermometer not to drop it. There is also a small risk of children "biting" the top off.

- **Digital thermometers** use an electronic probe connected to a digital display to measure body temperature. They are used in the traditional way:

placed under the tongue or armpit. Digital thermometers tend to cost more than mercury thermometers.

- **Fever strips** are heat-sensitive strips that are placed flat on a child's forehead for about 15 seconds. Although they are easy to use, readings tend to be less accurate than the mercury or digital thermometers.

If a child's temperature is taken too soon after a hot or cold drink, or food, this may affect the reading. If the child has been running around just before its temperature has been taken this may also cause a rise in temperature. A blocked nose can mean a child is breathing through its mouth which can raise the temperature in the mouth giving a falsely high reading on an oral thermometer.

In hospitals, a child's temperature is often taken by putting the thermometer up the child's bottom. Although this way of taking a temperature can give a truer picture of the deep body temperature, many parents do not find it very convenient or pleasant.

## Lowering temperature

If the child has a very high temperature it can be useful to undress the child and sponge its face, body, arms and legs with tepid water. Using cold water is not a good idea as it causes blood vessels near the surface of the skin to get smaller which in turn retains heat in the body rather than losing it. The room the child is in should be of average temperature, have no draughts and preferably not be heated, as there is a greater risk in overheating a feverish child than in cooling them down. Cold plain water or unsweetened fruit drinks can cool the child as well as replacing any water they are losing by sweating.

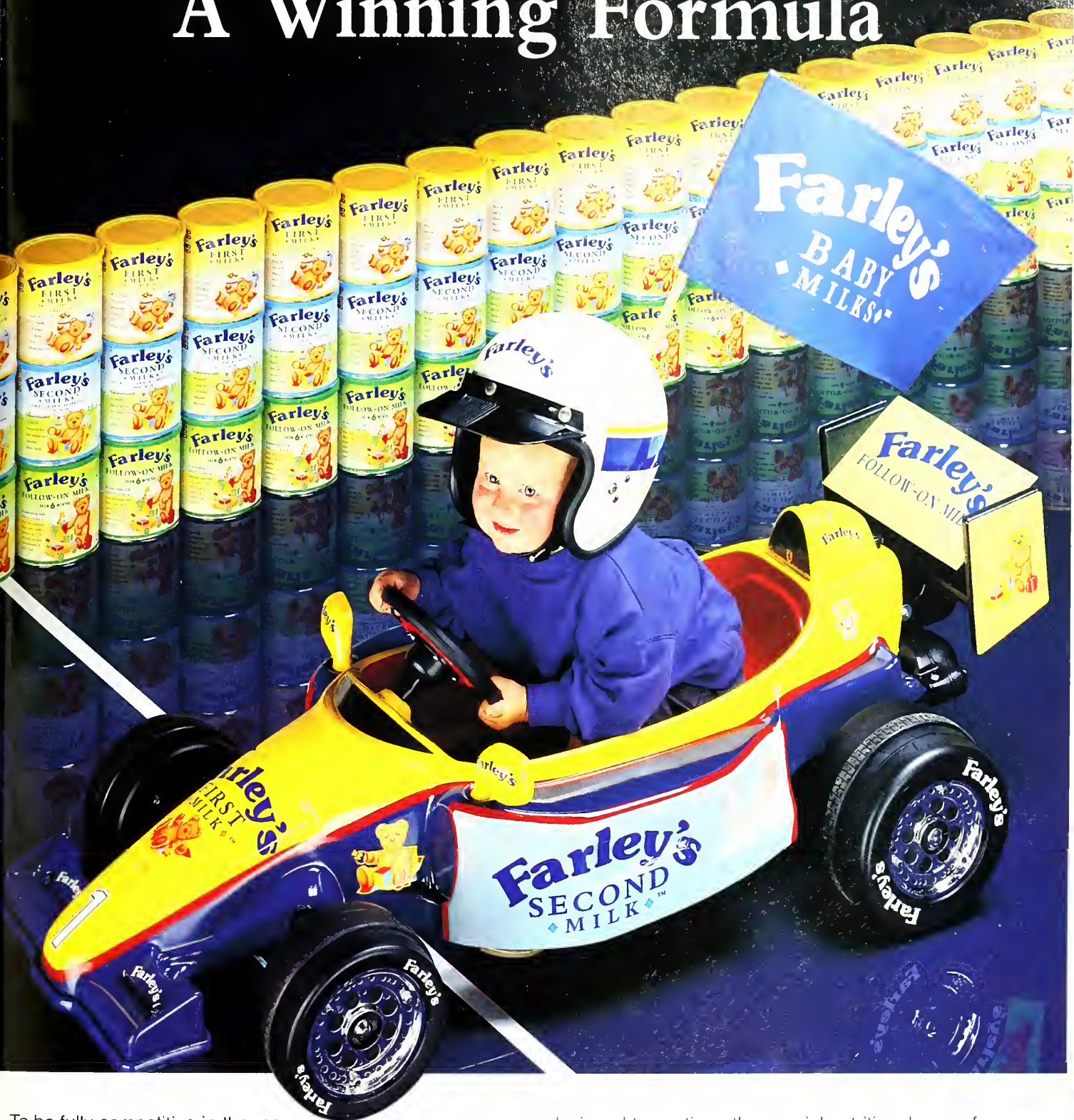
## Medicines

Medicines used to lower temperature in children — paracetamol and ibuprofen — also have pain relieving properties. As fever is often associated with inflammation, swelling and pain, the use of such medicines can make the

**Continued on p14 ►**



# A Winning Formula



To be fully competitive in the race for sales demands constant innovation. And to keep the enthusiastic support of the healthcare industry requires an ability to listen and respond to medical experts.

Our main range of milks has been given an extra boost with long-chain fats added to Farley's Preterm Milk and important fat blend improvements to First and Second Milks.

Farley's other breakthroughs included Strawberry-flavoured Follow-on Milk – the first branded product in its market. Farley's PremCare is the first baby milk

designed to continue the special nutritional care of preterm infants in the community, while Farley's Soya Formula is the only formula to gain full approval from the Vegan Society.

Farley's successful combination of product innovation and expert input makes sure that our milks continue to race ahead.

A winning formula indeed!



SO FARLEY'S SO SATISFYING



#### Continued from p12

child feel more comfortable. However, it is important to give a dose suitable for a child of that age and not to give it too often.

● **Paracetamol** is the most widely used drug for the prevention and treatment of fever in children. It can relieve pain and reduce high temperature but has no effect on inflammation.

The usual dose for babies of three months to a year is 60-120mg; for infants aged one to five years, 120-250mg; and for those aged six to 12 years, 250-500mg. These doses can be repeated every four to six hours. However the maximum number of doses that can be given in any 24 hour period is four.

There are numerous paracetamol products specially formulated for children: Calpol, Cupanol, Disprol Infant and Junior, Medised, Panadol Junior and Baby & Infant, and Panaleve.

● **Ibuprofen** can reduce inflammation as well as lowering temperature and relieving pain. Until last month ibuprofen for children was only available on prescription but an OTC formulation — Junifen —



has been made available.

The recommended doses for children are: one to two years, 50mg; three to seven years, 100mg; and eight to 12 years, 200mg. The appropriate dose can be given three to four times daily. Ibuprofen can cause stomach irritation and should be given with or after food or milk.

#### Aspirin

Aspirin was traditionally used to treat fever in children until it was linked to the development of Reye's syndrome, a rare liver and brain disease. Nowadays aspirin is not recommended for children under 12 years.

#### Convulsions

Some children have a tendency to suffer convulsions when they become too hot — febrile convulsions. These can be

very frightening for parents as the child may roll its eyes, twitch, go rigid, froth at the mouth and eventually become semi-conscious.

To prevent the child choking it should be placed with its face sideways and down. The doctor should always be called out in such cases.

Febrile convulsions are usually associated with a very rapid rise in body temperature. This can have many causes including ear infections and measles although in some children there may be no obvious reason for the convulsion.

#### See the GP

Once a child has had one febrile convulsion it is important that parents know what to do the next time the child has a high temperature and how to bring it down to prevent another convulsion.

Although most cases of fever in children can be safely treated at home there are some occasions where the child should be seen by a doctor:

- If the baby is less than six months old
  - If the temperature does not come down within 48 hours or increases above 39°C (103°F)
  - If a sudden high fever is accompanied by a stiff neck, vomiting and a rash
  - If the baby has had febrile convulsions before
  - If the child has any other severe symptoms such as stomach pains or difficulty passing urine
  - If any symptoms last more than three days or are causing any worry.
- Although fever in children is very common and usually easily managed, parents coming to your pharmacy are often very anxious. It is important to be able to offer them reassurance and advice about the condition and its treatment. It is also very important to recognise any warning signs and then refer the child to the pharmacist or doctor.

*Additional information provided by Crookes Healthcare*



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to make it  
better*

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**TRIED AND TRUSTED FOR BABIES**

With over 25 years of manufacture of tried and trusted baby medicines, you know you can recommend Dentinox with confidence for use from birth onwards. So whether it is wind and griping pains, cradle cap or teething — trust Dentinox to make it better.

Active Ingredients. Dentinox Infant Colic Drops - Activated Dimethicone, Dentinox Teething Gel - Lignocaine Hydrochloride BP (Lidocaine Hydrochloride INN), Cetylpyridinium Chloride BP, Dentinox Cradle Cap Treatment Shampoo - Sodium Lauryl Ether Sulpho-succinate, Sodium Lauryl Ether Sulphate. Licence held by: DDD Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ. Further information available from: Dendron Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ.



# The NCT still recommend Pampers Baby Dry as the driest – “I’ve tried the new nappy but Pampers Baby Dry are still the best.”

Sandra Horrax, mother and NCT Education Representative

The National Childbirth Trust



As an education representative for the National Childbirth Trust, I'm not surprised that Pampers are the only nappies the NCT recommends. I've found them the best.

With five children I know that dry skin is really important

for keeping babies happy. But when I heard about a new nappy on the television, I decided to try it on my baby Elizabeth.

What a mistake! In the morning she was wet and clammy and very unhappy.

Now I only use Pampers

Baby Dry. They keep Elizabeth's skin dry and keep Elizabeth happy.

I'm definitely sticking to Pampers Baby Dry.



**Pampers Baby Dry. The driest nappy  
ever for the driest, happiest babies.**



# Bit by bit



**Weaning is a major milestone in a baby's development, but one that may cause parents much anxiety. As a pharmacy assistant you are likely to be asked for advice. June Thompson RGN RM RNV provides some answers to common questions**

Weaning is when a baby ends her total dependence on milk feeds, and starts taking foods generally known as solids. Often parents are unsure of when to wean or what foods to give and may come to the pharmacy for help.

If parents seek your advice about weaning, always ask the age of the baby, and whether they have already started to wean her. If weaning has not yet begun, parents should always be advised to talk to their health visitor first.

## When to start

The Department of Health currently recommends that weaning should not be started before a baby is three to four months old. Before this age, babies have not fully developed the ability to bite and chew, and they are more reluctant to experiment with new flavours and textures. Also, their digestive systems are more vulnerable to infection and to allergies.

Weaning should, however, be started once a baby is six months old. By this age, there are higher requirements of energy, iron, and growth, than milk alone can provide, and more solid food is needed. Around six

months is also the age when a baby learns to chew, which helps the speech muscles to develop.

## Starting to wean

No special equipment is needed to start weaning, but a plastic spoon is softer on a baby's gums than a metal one. Parents should be advised to make sure that the spoon has no sharp edges, and is not too thin, in case it breaks if chewed. Plastic feeding bowls will save worry about breakages.

When starting to wean, parents should choose the time of day which suits them and their baby best. They may also need to experiment to see whether the baby prefers to have solids before, during, or after a milk feed.

In the early stages, a teaspoonful or two of food once a day may be enough. The amount given and the number of meals should then be increased gradually, until the baby is eating three meals a day. From about the age of six months, a breast or bottle feed with a meal can be replaced with plain boiled water given in a training cup.

## What food to give?

As you know, there is a wide range of prepared foods

available for babies.

Whether parents use these or home prepared foods is a matter of choice. Many mothers find prepared baby foods easy and convenient to use, and most contain added vitamins and minerals. However, in the early stages when babies are only taking small amounts of food, they can be expensive for some mothers. Manufacturers have responded to this by producing dry foods from which small portions can be made up as required.

## Caution

Although several of these foods are labelled as suitable from the age of three to four months, many health professionals would be cautious in recommending their use as starter foods. In particular, muesli containing nuts, or other foods containing gluten or eggs, would be considered by many health professionals as unsuitable for three to four months old babies. This is because some babies may be at risk of developing allergies or coeliac disease, from the too early introduction of these foods which are potential allergens. Foods which are gluten and egg free are normally clearly labelled.

Many baby foods have sugar added, and some have a higher sugar content than others. Parents concerned about dental caries may seek your advice about sugar in foods, and should be advised to look at the labels. Any words ending in 'ose' is a form of sugar, as is honey. Mothers should be advised not to add sugar to any home-made baby foods.

## First foods

Baby rice is often recommended as a first weaning food, as this is bland and non-allergenic. Home-made or commercial pureed fruit and vegetables, or a traditional family weaning food can also be used. As the baby becomes accustomed to taking solids, a wider range of tastes and textures should be introduced; for example, pureed cheese, meat and fish dishes.

## From 6-12 months

At around six months, a baby will be beginning to chew, and it is important that soft, lumpy foods are now introduced. If this 'optimum' time, as this stage of a baby's development is called, is missed, there may be problems in persuading

**Continued on p19 ►**





## WHEN THE LAST THING THEY NEED IS A TENSION HEADACHE THE FIRST THING THEY NEED IS PARACODOL®

Today, three out of four headaches are tension headaches. And women with young children are four times as likely to suffer than the rest of the population.

Stress can lead to the pain of a tension headache, pain which can increase stress and lead to greater pain. It's a vicious circle. But the paracetamol and codeine in Paracodol is tough on pain, working fast to get rid of the headache, and break that circle of pain.

Just as Paracodol works fast to get rid of a tension headache, the new

advertising will work fast to get your customers asking for it.

There has never been an analgesics campaign which has more impact or more selling power. It starts in July in women's magazines and continues into 1995. That's over six months of high-profile, high-frequency national support for the pharmacist from Paracodol.

So, make sure that being out of stock won't cause you a headache when customers ask for Paracodol.



PAIN CAN'T HIDE FROM

**PARACODOL®**

**ESSENTIAL INFORMATION** Each tablet/capsule contains: Paracetamol BP 500mg and Codeine Phosphate BP 8mg. Paracodol tablets contain the equivalent of 1.5g of Sodium Citrate BP. For the treatment of pain, including muscular and rheumatic pain, toothache, migraine, neuralgia, sore throat, period pain and discomfort associated with influenza, feverishness and feverish colds. **Dosage:** Dissolve tablets in water before taking. Adults: 1-2 tablets or capsules. If necessary, the dose may be repeated every 4-6 hours, with a maximum of 8 tablets or capsules in 24 hours. Children: 6-12 years: 1/2-1 tablet. Not more than 4 doses to be taken in 24 hours. Tablets are not recommended for children under 6 years, and capsules are not recommended for children under 12 years. Customers requiring tablets who are on a reduced sodium diet or who have renal or hepatic impairment should be referred to their doctor. **Legal Category:** P **Product licence holder:** Radiol Chemicals Ltd, PL 0339/0030, PL 0339/0035, PL 0339/0043. Date of last review 24th March 1994 **Pricing:** Soluble Tablets 10's: £1.30. 30's £3.32. 60's £4.95. Capsules: 10's £1.25. 30's £3.13.



FOR FURTHER INFORMATION, CONTACT ROCHE CONSUMER HEALTH,





# Potty Training?

Your questions answered by Heather Welford, author of "Successful Potty Training."

## Dear Heather

**Q** When is the right time to start potty training?

**A** Most children are ready to potty train at between 20 and 30 months. But children find their own ways of telling you when they're ready. For instance, when they're often dry after naps, if they respond to simple directions, or if they can pull pants up and down with a little bit of help. Other signs are showing dislike at being in a wet or full nappy, becoming curious about how adults use the toilet, telling you that a wee or a poo is on the way, or behaving differently when they are.

Just keep a look out and you'll know when your child's ready to begin.

**Q** My little boy has started potty training and, to make him feel grown-up, I put him in pants.

But little accidents dent his confidence. Can these new products like **Pampers Trainers** help him keep it?

**A** Wet pants are a common problem. But don't let them undermine his confidence. New **Pampers Trainers** should be very helpful. They look and feel more like pants so he can feel grown-up, but he'll have enough Pampers absorbency to help keep his confidence intact.

**Q** I thought my little girl was almost completely potty trained, but now she's started having frequent accidents. It seems as if we're going right back to square one.

**A** Don't worry, lots of potty training children go backwards for a while. It's usually due to some kind of confusion in their lives, like moving house, a new baby on the way, or an elder brother or sister starting at school. Try to identify why your little girl has gone backwards. I'm sure she'll soon be making progress. In the meantime, don't go back to square one, put her in **Pampers Trainers** instead of returning to nappies. That will help her stop being embarrassed by accidents.

**Q** My toddler is almost two and seems to have decided that he is too big and independent for nappies. I'd love to put him in pants, but we have to go out a lot and I'm worried about accidents.

**A** Yes, he's decided that nappies are too babyish for him. Try him in **Pampers Trainers**.

They'll make him feel more independent, they can even be pulled up and down to go to the toilet.

And while he feels like a big boy, you don't have to worry about

accidents because **Pampers Trainers** have the absorbency to cope. In fact, they mean happier potty training for both of you.

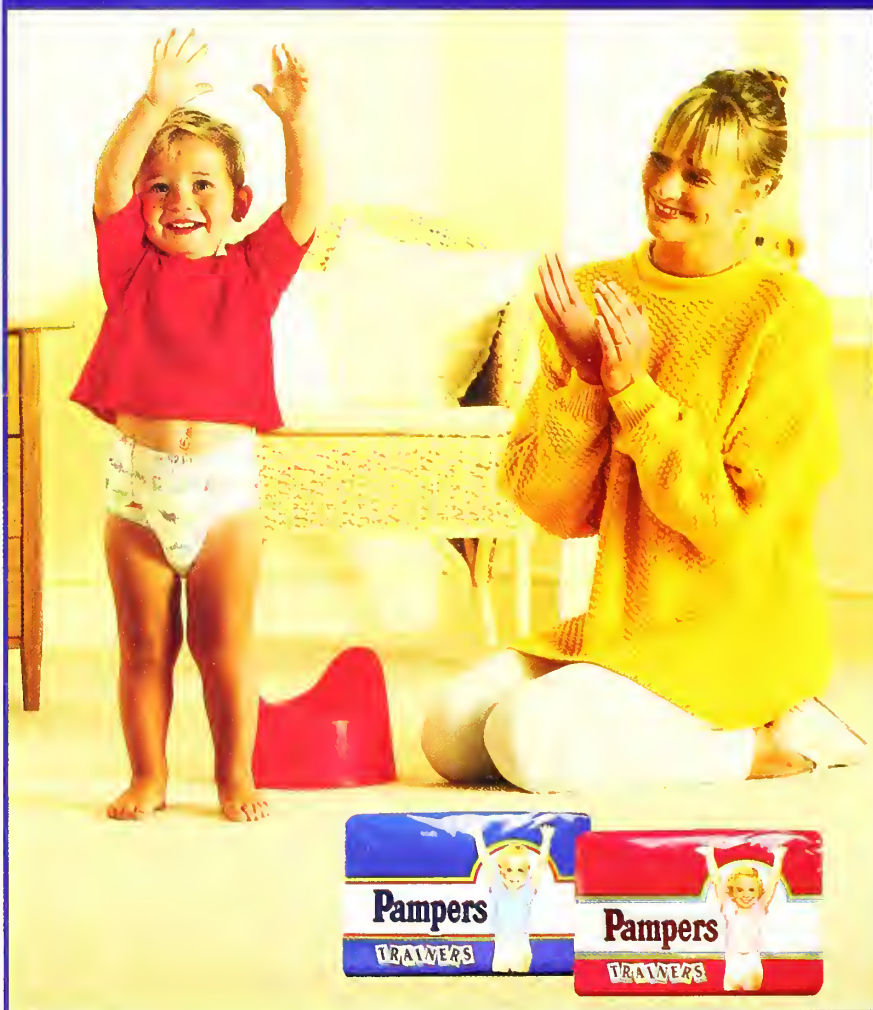
Show him how grown-up they feel and look, especially with their all-over patterns – dinosaurs for boys, teddy bears for girls.

I'm sure he'll love them.

Heather

'Successful Potty Training' by Heather Welford is published by Harper Collins and is available from leading bookstores, priced £3.99

## NEW PAMPERS TRAINERS. For happier, more confident potty training.







**Continued from p16**

her to eat lumpy food later.

Home prepared foods should now be minced, and the variety and quantity increased. Junior foods can also be given. Parents should be encouraged to introduce a variety of finger foods such as bread, and pieces of fruit and vegetables, such as carrots, bananas and apple.

Coarser foods which are mashed and later chopped, should be introduced as the baby grows, so that by the age of 10 to 12 months she is sharing in family meals.

Highly spiced or fatty or fried foods should be avoided until the child is a year old, and then only given in limited quantities.

### The older child

The range of toddler foods available can encourage parents to continue to experiment with different dishes and new tastes. However, faddy eating and food refusal is common with toddlers, who may prefer to only eat foods such as fish fingers and beans, for days. Baby sauces which can be added to home cooking are also a good compromise between fresh and commercial foods.

### The vegetarian baby

Although the principles of weaning are similar for vegetarian babies as for non-vegetarian, the energy content of vegetarian diets can be low compared to a non-vegetarian diet.

To ensure that the baby gets an adequate balance of nutrients for healthy growth and development, smaller and more frequent meals should be recommended.

If vegetarian parents are anxious about their child's diet, they should be advised to seek advice from their health visitor, community dietitian or the Vegetarian Society.

Vegan diets are not really suitable for young babies, and parents should always seek advice from a health visitor or community

dietitian before giving their child this diet.

### Drinks

There are many different drinks available for babies and young children. Several of these have attracted adverse publicity because of their sugar content, and some manufacturers may be subject to litigation because of the drinks being a possible cause of children's dental decay. Sweetened night time drinks are a particular cause for concern for health professionals.

Some drinks labelled as sugar free may also contain malodextrin, which has similar properties to sugar and may act as a tooth decaying agent. If asked about drinks for children, you should be cautious in recommending specific products. It is probably wiser to suggest that parents read the labels, and then make their own choice.

### Do's and don'ts of weaning

- **Don't** start weaning before the age of three months
- **Do** seek advice from a health visitor first
- **Do** introduce your child to a variety of fresh foods as well as commercial foods
- **Don't** give whole nuts, especially peanuts, to children under five as they can easily choke on these.
- **Do** stay near your baby when she is feeding herself to make sure there is no risk of choking
- **Don't** give skimmed milk before the age of five
- **Don't** introduce cows milk or follow on milk before the age of six months
- **Do** continue to give breast milk or formula milk up to the age of one.
- **Don't** add salt or sugar to your baby's food.

# What a pain in the face!

Crying, irritability, not eating, not sleeping, temper tantrums and any minor ailment a child gets between the age of six months and three years is conveniently blamed on teething. In fact, many children of this age behave like little monsters and become ill completely independent of the teething process.

### The facts

Teething usually describes the process of the first set of teeth coming through the gums. It is a long process as although the first tooth may come through the gum at six months, a child may not have a full set of "milk" teeth until they are three years of age. A certain amount of pain is associated with the eruption of teeth through the gum, but children have different levels of pain tolerance and not all children will require teething preparations.

Babies tend to produce more saliva when they are teething and if this dribbles onto the baby's cheek it can cause a 'teething' rash. This can be prevented by applying a small amount of a barrier cream to the face and cheeks.

If the child has a raised temperature and the gum is red and inflamed, using a paracetamol solution can bring down the temperature, relieve the pain and make the baby feel more comfortable. However, as teething goes on for such a long time, routine use of medicines is not a good idea.

When they are teething, babies like to be able to bite on something hard, such as their own fingers, so thumb-sucking may begin at this stage.

### Teething aids

A wide range of products is available to make life bearable for the teething baby and the rest of the family. Applying soothing analgesic teething gels such as Anbesol, Bonjela, Calgel, Dentinox, Teejel and Woodward's to the sore gum can help. Some of them also contain a local



anaesthetic which will numb the sore area. The teething gel can either be gently massaged into the gum with the tip of a finger or applied with the tip of a cotton bud.

Teething rings, hard rusks or hard fruits, such as apples, allow the baby to chew down hard with their gums which helps ease any pain.

A wide range of paracetamol suspensions, specially formulated for children, are available OTC and can be given to children over three months. Ibuprofen syrup can be given to relieve pain, but only to children over a year old.

Aspirin should not be given to children under 12 years of age because of the risk of them developing Reye's syndrome.

If none of these work, take some comfort from the fact that it will end in a year or two!

● Reckitt & Colman have produced a leaflet for parents entitled 'Childhood Pain — A Parent's Guide to Relief'. It gives the basic facts on childhood ailments from common causes with easy to follow advice on how to spot the warning signs of illness.

Areas covered include fever, immunisation, teething and headache as well as information on the Disprol range for children.

● Crookes are developing a pharmacy assistants' training module for Junifen.

A clinical information leaflet, 'Guide to Childhood Fever and Pain', has already been produced for pharmacists.



*I* thought a cream was





# the perfect answer to thrush."

Doctors realise that women want the quick, soothing relief a cream can provide. But they also know that, while thrush may cause external itching, the fungus that causes thrush lurks

thrush more than anything else. Used inside the vagina, it's so effective that it treats just about all sufferers with one overnight treatment. The symptoms will start clearing immediately and will

"So why do doctors prescribe pessaries?"

inside the vagina. Unless it's killed totally disappear within three days. there, the itch can come straight back. Meanwhile, in really bad cases, you That's why you should recommend can suggest that the woman use a an intravaginal treatment: Canesten 1 cream as well. But your first, and in pessary. It contains clotrimazole, most cases only, recommendation which doctors prescribe for vaginal should be Canesten 1 pessary.

**Canesten<sup>®</sup> 1** *Pessary*  
LOTTRIMAZOLE VAGINAL TABLET

Treat the cause, not just the itch





If the bright Summer sunshine makes your hair pale into insignificance, a home colorant could give it a new lease of life without making a hole in your pocket. Sarah Purcell shows you how to liven up and enrich your crowning glory

A change of hair colour can lift your spirits, spruce up a tired image and boost your confidence. We all have the odd bad hair day, but when it starts to become a regular feature, it's time for a change. The quickest and cheapest way to a new look, without going for the chop, is to colour your hair. Many women still shy away from DIY kits, fearing disastrous results. But today's formulations are so advanced that unless you're going from raven black to blonde bombshell, mistakes are uncommon and easy to rectify.

Whether as a result of the recession or improved home colorant formulations, more women are colouring their own hair, with an extra 4 per cent of consumers buying kits last year.

Women with mousey or brown hair are the most likely to want a change of shade, according to a Wella survey, with a third of these dyeing their hair. Some 69 per cent of British women aged 16-49 have coloured hair, with 29 per cent of these using home colorants.

Pharmacies have a traditionally good record of selling them, taking over half of sales in a market worth £93 million. But because hair is so important to a woman's image, consumers will naturally be anxious, which is where you come in. If you build up good product knowledge and are able to advise on choice of colorant type and shade, your customer will return. Remember that most colorant mistakes are a result of

not reading and following the instructions carefully, so emphasise the importance of this. Before you start recommending shades, you need to find out why your customer wants to dye her hair. Does she want to cover grey, change her colour completely or just give her hair a bit of a lift? Her answer will determine which type of colorant will suit her best.

### **Permanent**

This sector still takes the greatest share of sales, although semi-permanents are catching up fast. As the name suggests, this type of colorant will not wash out, but remain until it grows out. This is most popular among older customers who



**Questions: How easy was it to use? Were you pleased with the results? Did it improve hair shine/condition? How long did it last? Would you use the product again? Marks out of 10**

**S**arah, 28, naturally medium brown hair. L'Oreal Casting in Walnut. Easy to use, but take care not to drop any on the carpet – it's impossible to remove stains. Very pleased with the results. Didn't change the shade significantly, but blended in grey hairs and gave a brilliant shine which lasted for weeks. Lasted about six weeks. Yes. 8/10

**K**athryn, 24, light brown hair. Wella Wash-Out. Colour, Copper Haze. Easy to use. Pleased with the results, gave good even colour, and left hair shiny and in good condition. Lasted four weeks. Yes. 8/10

**C**laire, 21, mousey hair. Clairol Nice 'n Easy Natural Medium Auburn shade. Quite easy to use. Results were a bit patchy and the colour quite bright on my hair, but it gave a good shine. It lasted well and did not fade. I wouldn't use it again as the shade was too dramatic for me and the regrowth was quite obvious. 7/10

**F**rances, 52, mid-brown hair with some grey. Clairol Loving Care in a Medium Ash Brown. Very easy to use. Gave a good colour which covered all grey and left it shiny and manageable. Lasted 5-6 weeks before grey hairs showed. Yes. 8/10.

want to cover grey hair. If hair is more than 50 per cent grey, a permanent colour is the only type that will cover it completely.

Permanent formulations are activated by ammonia or hydrogen peroxide, which allow the colour to penetrate the hair's cortex and enlarge the colour molecules, with the added benefit of making hair appear fuller. This type of colorant is suitable if your customer wants to significantly change her hair shade, which a semi-permanent cannot do.

Because permanent colour does not wash out, you'll need to retouch the roots every six weeks or so. Packs will contain two bottles, the colorant and the peroxide, which are mixed together before application.

### **Semi-permanent**

This category is growing fast, since it allows a change of colour without the commitment of a permanent. These colorants will also improve the condition and shine of hair.

The formulation deposits colour particles between the hair cuticle and cortex, allowing the natural hair tone to shine through.

Semi-permanents will brighten your hair shade, but they cannot lighten it since they contain no bleaching agents. There is a huge range of shades to choose from and colour usually lasts between six and eight shampoos. They come in cream or gel formulation.

### **Tone-on-tone**

This is the hair colorant of the Nineties, first seen with L'Oreal's Casting and Wella's Soft Color, and now with Clairol's Ultress. These colorants bridge the gap between permanents, which demand commitment and can dry hair out, and semi-permanents, which many women find don't last long enough.

A tone-on-tone colorant will last up to six weeks, fading gradually into the natural hair shade, so regrowth is not a problem. They contain a small amount of peroxide or ammonia which enables the colour to penetrate the hair cortex. These colorants will brighten but not lighten the hair colour.

The big plus is the improvement in hair condition and a brilliant shine which lasts for weeks. Tone-on-tones will

Women have been colouring their hair for centuries, with favoured ingredients being dried henna leaves, St John's wort, myrtle and walnut husks. The popularity of henna has endured, and women throughout the world use it on their hair, while in countries such as India, it is used to paint intricate designs on hands and feet.

With the '90s trend for all things natural, plant- and vegetable-based colorants are enjoying a revival. Vegetable dyes such as henna work by staining the hair shaft, with the degree of colour achieved depending on how porous the hair is. Colour will fade gradually.

cover up to 50 per cent of grey. Because these colorants are designed to liven up your existing shade, not dramatically alter it, advise customers to choose a shade which is near to their natural hair colour. Packs will contain creme or gel colour and a colour activator, which need to be blended before application, and a conditioning shampoo to fix the colour.

### **Temporary**

These usually attract younger customers who like to experiment frequently with their hair colour without committing to any particular shade. Very easy to use, the results last for up to three shampoos. They will not lighten hair. Temporary colorants are available as mousses (VO5), sprays and creams.

### **Lighteners and bleaches**

These are the most difficult to use successfully at home, especially on long hair. They contain a high

percentage of peroxide and work by stripping the hair of colour rather than adding it. Brown hair which is being dyed blonde will have to go through a process of red to orange to gold before reaching blonde.

The mistake many people make is to panic at the orange stage and wash out the lightener before it has finished working, so make sure you follow instructions to the letter. To be safe, advise a customer who wants to go from black to blonde to visit her hairdresser. Lighteners are most effective on already blonde or light brown hair, and are available as spray on formulations such as Sun-In, which are activated by heat, or shampoos. The effects are permanent, so roots will need retouching every six weeks.

### **Highlighting kits**

These give more natural results than all-over bleaching, but can be tricky to use yourself. An evenly spaced number of strands need to be pulled through the cap provided and coloured, taking care not to pull hair through in chunks, which will give a stripey effect rather than sunkissed streaks. It's much easier to persuade a friend to do it for you.

Hair on the catwalks this season has been about making bold statements. While many were just pure theatre, such as Vivienne Westwood's French Renaissance coils, others have filtered through to High Street style. Silver locks match the trend for all things metallic this Summer. The look can be achieved with a temporary spray. Bleach blondes and fiery reds are the hottest news for fashionable heads, but not if you value your hair condition.

Use shampoos and conditioners specially formulated for colour-treated hair to help prevent fading. Condition your hair after every wash and supplement with an intensive treatment once a week to prevent drying out. Don't colour your hair just before a holiday. Sun, salt water and chlorine will make it faded and dry. If your hair is previously coloured, protect it from sunlight with a specially formulated hair sunscreen. If you use a permanent colorant, roots will need retouching every six weeks.



Can split ends be healed?

Since the hair above the scalp is, biologically speaking, dead, it cannot heal itself — and once a fracture has occurred the hair shaft cannot be fully restored to its original state. The hair can be temporarily repaired, by coating the hair and smoothing down the cuticle but this only reduces the visibility of damage.

Can you really add 'body' to hair?

Each person's hair can vary in density and texture from one day to the next. This is more obvious in women, and is related to hormonal changes during the monthly cycle. When exposed to warm air (such as blow-drying), hair may appear fuller as the cuticle scales rise and the individual strands swell giving a more 'bodied' appearance.

Atmospheric changes and the use of artificial bulking agents can temporarily add body, but the latter can counteract healthy volume by dulling the surface.

Hair's most valuable body-building asset is moisture which gives it the elastic, almost slippery feel. If residues are not rinsed away properly, a greasy film will form which dulls the surface, and also compromises hair's natural body and bounce.

Is it vital for a shampoo to match the hair's natural acid mantle?

In theory, such a formula should help to maintain hair's natural state.

However, both skin and hair have built-in self-support systems and can naturally restore the ideal pH balance (a measure of acidity) on their own — in a very short time. Therefore, if hair is in a normal, natural state, there is little benefit or visible difference obtained using this type of formula.

Can hair go grey overnight?

Strictly speaking, it should be impossible for hair to lose its colour so quickly because the pigment is fixed in the hair shaft and stays there until the new lengths of non-pigmented hair start growing. However, there are many reports of this phenomenon occurring after extreme shock. One theory is that the formation of air spaces in the hair shaft prevent transmission of the colour-bearing rays of light — but this has not been proven.

Can styling products damage hair?

Most styling products have a silicon or alcohol base, otherwise they could not do



Alberto Culver

## Hair's trouble!

When it comes to beauty myths, misconceptions and problems, haircare has more than its fair share. Although the majority of old wives' tales have finally been laid to rest, the arrival of modern high tech products and treatments has created further confusion among customers. To help you help your customers, John Atkins, member of the Incorporated Institute of Trichologists, answers some common questions

their job, and this can have a drying effect on hair. It is the combined use of heated appliances with styling products on a regular basis that causes damage. Too much heat and high speed drying weakens the hair and causes the cuticles to 'lift' away from the normally smooth surface — causing a rough, unmanageable texture. This is even more pronounced on chemically processed hair as it is more vulnerable to splitting and breaking.

The only exceptions are those with a waxy base which will have a slight conditioning benefit. However, regular use of styling products is highly likely to cause a build-up of residues if not removed from hair. The flat, lankness this causes can create a vicious circle where the person uses more styling products to 'pump up' the volume.

Can hair become used to a shampoo?

Continuous use of the same shampoo can cause a build-up of residue. Shampoos are available which remove residue build-up, restoring hair to its natural state.

It is important to choose products to suit change of climate, diet, hair length or style. Hair which has been exposed to the sun or

chemical processes may require a change of product.

Can diet affect hair?

Yes. The body considers hair to be 'non-essential' when distributing nutrients so if a body is malnourished, it will 'rob' the hair to distribute nutrients where they are needed. The nutrients that are most valuable for healthy haircare are: carbohydrates from bread, pasta, potatoes; proteins; zinc; iron; and B complex vitamins. Diet can also affect the scalp.

Can massage make hair healthier?

Yes, but only in helping to encourage the formation of healthier hair from the roots. It cannot improve the quality of existing hair.

When washing hair, take time to massage the scalp with slow, circular movements or have a neck and shoulder massage, as this is where tension forms. Releasing tension can increase the blood flow along with the heat generated through hand massage. This leads to improved uptake of nutrients by the hair follicle.

However, it is best to take advice from a trichologist on head and scalp massages as too rigorous and frequent stimulation can lead, in rare cases, to hair loss.

Does pregnancy always lead

to temporary hair loss?

Every person's body reacts differently to motherhood and may be influenced by exercise and diet. The levels of oestrogen, combined with a slower hair shedding rate during the foetus' development, usually means that hair grows beautifully during pregnancy. And, although it is quite common for hair loss to occur two to three months after the baby is born, this 'pay-back' does not always happen.

Should perms be avoided during pregnancy?

Not necessarily. As stated previously, the hair's condition will vary and if it is in a good healthy state, the results should be fine. The most important advice is to have the perm done professionally by a hairdresser.

Can you combat flyaway or static in hair?

There is no cut-and-dried cure for static, although the effects can be reduced by using a good anti-static preparation. The widespread use of synthetic materials in clothing and carpets means hair is frequently exposed to the effects of electrical charges, so until we live in a world made from pure, natural fibres, static electricity will be with us.

Does hair need a sunscreen?

Unlike skin, UV light does not damage hair directly. The main culprits directly associated with sun damage are: salty sea water which causes dryness; and chlorinated water, which has a bleaching effect — weakening the hair and making it vulnerable to dryness and splitting.

Can vitamin-enriched products nourish hair from the outside?

If there is a deficiency of any vital nutrients, taking supplements can improve the situation. The preferred route for nutritional support for the hair is through dietary changes or vitamin/mineral supplements taken orally. This encourages the growth of healthier, strong hair. Since the visible hair is already dead, the claims of 'nourishment' made by some manufacturers can be misleading.

Products which contain panthenol (pro-vitamin B5) can help as it penetrates the external hair shaft to the cortex where it helps to bond and strengthen the structure of the hair shaft. This can increase hair's elasticity and resilience against heat damage and daily wear and tear.



# JUST FOR MEN™ and new JUST FOR MEN™ brush-in colour gel. GET THE PICTURE. WIN A CAMCORDER (or one of two portable colour TV's).



Just For Men  
shampoo-in hair colour  
for grey head hair.



New Just For Men  
brush-in colour gel gets rid of  
grey in moustaches, beards  
and sideburns.

As a Pharmacy Assistant, you probably know that **Just For Men** gets rid of grey hair in just five minutes - replacing the grey with youthful, natural-looking colour.

But you might not be aware that there is now a new **Just For Men** brush-in colour gel specifically formulated to blend away grey in moustaches, beards and sideburns - again, in just five minutes.

So why not read the advertisement, get the total picture on these two products, then answer the simple questions in our entry form - you could win a superb Sharp Viewcam Camcorder.

And even if you don't strike lucky you might still be able to console yourself in front of one of our two runner-up prizes - a portable, remote control colour TV.

## Just For Men

**Just For Men** is a unique shampoo-in hair colour that gets rid of grey head hair in just five minutes - blending shades of natural colour back into the grey so subtly no one can tell which hairs used to be grey.

**Just For Men** works quickly and gently

without stripping away natural colour. All your customer has to do is lather it in - and in the time it takes to shower and shave, the grey is gone.

What's more, **Just For Men** contains special built-in conditioners to leave the hair shinier, fuller, thicker looking and easier to control.

Available in 4 shades - Natural Light Brown, Natural Medium Brown, Natural Dark Brown/Black and Natural Real Black.

Just one application lasts up to 6 full weeks.

## A Combe Pharmacy Assistant's Competition

1ST PRIZE:  
**A SHARP VIEWCAM  
CAMCORDER**

RUNNER-UP PRIZES:  
**2 PORTABLE  
COLOUR TV'S**

**Just For Men** won't wash out or fade - your customer just re-applies when grey roots appear

## Just For Men brush-in colour gel

It's worth knowing that facial hair usually greys earlier than head hair - and because moustache, beard and sideburn hair is tougher than head hair it is harder to colour.

That's why **Just For Men** brush-in colour gel is specially formulated to colour hard to penetrate tough, facial hair. **Just For Men** brush-in colour gel blends away grey in moustaches, beards and sideburns in 5 minutes - restoring shades of natural colour so subtly that it perfectly matches the rest of the hair.

Furthermore, **Just For Men** brush-in colour gel is so easy to apply. It is thick and rich (not thin and watery) so it stays right where it is brushed on - there is no mess, no drips.

And **Just For Men** brush-in colour gel gives long lasting results - the natural-looking colour stays until the grey grows back.

Available in four shades: Light Brown, Medium Brown, Dark Brown/Black and Real Black.

## Win a Sharp Viewcam Camcorder.

Simply answer the following questions (refer to the ad above) and send your completed entry form to: Chemist and Druggist, Just For Men Competition, Sovereign Way, Tonbridge, Kent TN9 1RW, by September 30th 1994. The first all-correct entry picked from the post bag after the closing date will win a Sharp Viewcam Camcorder; the next two all-correct entries will win a portable colour TV set.

**Question 1.** a) Just For Men shampoo-in hair colour is for what sort of grey hair?

A. \_\_\_\_\_ hair. b) Just For Men brush-in colour gel is for what sort of grey hair? A. \_\_\_\_\_ hair.

**Question 2.** How long does one application of Just For Men shampoo-in hair colour last?

A. \_\_\_\_\_

**Question 3.** What is Just For Men brush-in colour gel specially formulated to do?

A. \_\_\_\_\_

**Question 4.** How long does it take for both products to get rid of grey hair?

A. \_\_\_\_\_

**Question 5.** Name the 4 shades of Just For Men brush-in colour gel.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

## Rules

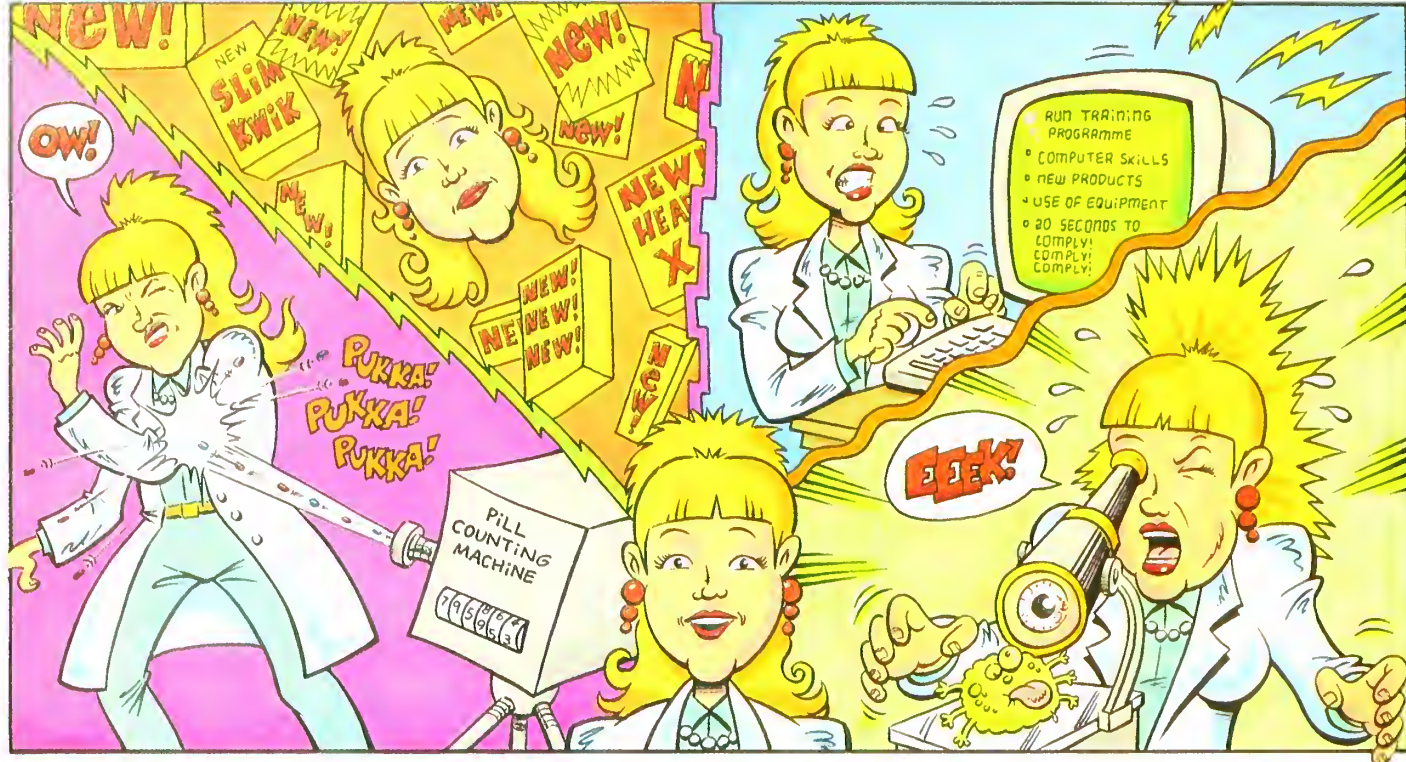
- All entries must be made on a form cut out from Chemist and Druggist
- This competition is not open to employees of Combe International, their families or any agency of the Company
- The winner will be the first correct entry picked out at random from the postbag after the closing date. Two runner-up prizes of portable colour TV sets will be awarded to the next two all-correct entries picked out of the postbag
- The judges decision is final and no correspondence will be entered into
- The winners' name will be available on request from Combe International Limited, 17 Lansdowne Road, Croydon, Surrey, CR9 2AU after the closing date of the competition

Send to: Chemist and Druggist, Just For Men Competition, Sovereign Way, Tonbridge, Kent TN9 1RW

**Closing Date: September 30th 1994.**

Pharmacy  
Assistant's  
Entry Form.





# Training Needs

*We've all worked in places where you learn the job as you go along and get no formal training. However, planned training can speed up the learning process and benefit you, your employer and the customer. Training consultant Diane Bailey explains how*

From the moment we are born we start learning, learning about the world, other people, how to walk, how to talk, about our own likes and dislikes, in fact thousands of different areas. Learning goes on all the time, often unconsciously, we rarely say "I've just learned this or that", but looking back we can see the difference between knowing how to do something and not knowing how.

Some learning takes place by experience, other learning is planned and organised. For example learning to read or to drive a car generally requires a plan and a series of 'lessons'. They both also require planned practice to improve skill levels after the basics have been learned.

Learning which is planned, organised and supervised is generally more effective in that we learn faster, make fewer mistakes and get confident more quickly. We learn different things: knowledge, skills and attitudes.

You may wonder what all this has to do with working

in a pharmacy but it is important when you think that the other side of 'learning' is 'teaching'. We learn for ourselves but learning can be encouraged and helped by planned experience, or by people who help us learn. At school and college it is teachers and lecturers who help people to learn. At work it is colleagues, managers and trainers who help people to learn what they need to know to work efficiently and confidently.

## Learning at work

Work is another area where learning and knowledge is important. Working in a pharmacy requires a lot of knowledge and skill. Just think about it. In terms of knowledge you and your colleagues need to know about products and their prices, individual customers, the rules about prescriptions, drugs and over the counter medicines, how to build an effective display etc.

The skills you need include dealing with customers, using the computer, using the tablet

counting machines, taking payment and using the cash register. The list is long and it never stops growing as systems change and new products come into being.

## Training can help

So where does training come in? It is not just something that happens on courses or in formal situations in the training room off the job.

Training is about recognising and identifying what people need to know and be able to do to carry out their job efficiently, safely and confidently, and then making the necessary arrangements for them to learn what they need to know and be able to do.

The difference between planned training and throwing someone in the deep end is enormous. Planned training:

- identifies for people what they need to learn
- helps people go from the familiar to the unfamiliar comfortably
- avoids making unnecessary mistakes
- builds confidence and helps people not to feel

confused

- offers support and help to the learner
  - provides opportunities to practice and improve skills
  - confirms that people have learned the right thing and are now competent.
- Throwing people in the deep end has a very different effect. Many people don't recover from the unpleasantness of the experience. Some leave very shortly after joining causing disruption, wasted time and recruitment costs to the pharmacy. Other people stay but their confidence can be damaged because they make mistakes and can get things wrong. Their learning takes place more by luck than judgment and it takes much longer than necessary for the person to become confident and effective.

## When to train

For most of us training at work has several requirements:

- **Induction** — on joining the company
- **Job training** — learning the basic requirements of the job



- **Continuing training** — developing job knowledge and skills and staying up-to-date
- **Development training** — for those who want to progress or who hope for promotion.

## Induction training

Starting a new job is always a nerve racking time. There are so many new impressions, new people, new systems, different stock, different rules (formal and informal). Many people make a mistake at induction by sitting the new person down and pumping facts, figures and information at them. This fails because the memory can only take so much, particularly when so many other new impressions intrude.

The other problem with induction is that in many organisations the new person is told what the company wants it to know rather than telling them what they need to know, for example lots of detail about the Health and Safety at Work Act is hardly likely to be remembered when what the new person is worried about is "Where's the loo?" "What are my colleagues like?", "Is the pharmacist pleasant to work for?" and so on.

## Guide

You can help to make induction more effective by producing a list of what the new person needs to be told and using this to guide induction for the first couple of weeks. A useful way of approaching this list is to think about it as having three main sections:

### 1. What the new person wants to know

This section could include domestic or personal items such as the shop layout, where to put coat and handbag, hours of work, breaks, holidays, who's who and pay details.

### 2. What the pharmacy needs them to know

This could include information on customer service policy, cash and stock security, main product ranges, selling over the counter goods and dealing with prescriptions.

### 3. Any legal requirements or restrictions

This would include Health and Safety regulations, regulations re dispensing and dealing with prescriptions and drug security.

These are only suggestions. Why not work with your colleagues and the

pharmacist to develop an induction list for your pharmacy. This could be typed out and a copy given to anyone new. You or a colleague could then take responsibility for making sure that everything on the list is covered. Without a list it is easy to forget to cover something crucial.

## Job training

Obviously the job training required by each individual will differ according to where they work and what they already know. If you remember that training is

requirements listed in the Table.

Again why don't you and you colleagues work out a job based list of training needs for working in your pharmacy. The list would never be absolutely complete or fit a new joiner 100 per cent, but it would be a very practical basis for ensuring that people were properly trained. You may even find once the list is complete that there are areas where you and your colleagues could do with 'topping up' what you know.

## Job skill requirements

Area	Knowledge	Skill
Customers	Customer care policy Names and details of regular customers Any difficulties or special needs	Interpersonal skills Listening Questioning Giving advice
Systems	Accepting payment Cash handling Security of stock, cash and prescription pads Accidents Stock systems How/when to accept/deal with prescriptions	Using the till Accepting cheques and credit cards Setting the alarm Completing the accident book Receiving and checking off stock
Methods of work	Areas of responsibility Absolute necessities Basic rules and regulations Which goods to display and when Basic standards, eg cleanliness and tidiness How to deal with representatives and other visitors	Building and dismantling a display Tidying the pharmacy Maintaining and filling up shelves Putting correct tickets on Using the computer
Products/stock	Main product groups: - OTC - cosmetics - toiletries - perfumes - gifts - other stock Best sellers Main selling points and features Restrictions, eg age restrictions on solvent sales	How to demonstrate stock How to wrap Gift wrapping Giving information to customers Keeping stock records

about helping people to work effectively and confidently it makes sense to think about it in terms of:

- what the job needs the person to know and be able to do
- what the person already knows
- the difference, which is the individual's precise training needs

The place to start is to examine the job and see what the knowledge and skill requirements are. The precise list will depend on your pharmacy but it is likely to include the

## Product knowledge

This is one area of job training which is particularly important and is one of the largest areas to learn.

No one can teach a new person everything about every product you stock but you can help them learn. This can be done in several ways. Firstly, start off by helping them to find out where things are kept. Then you can identify the best sellers in each part of your range and explain these.

Then you can introduce the new person to a

systematic way of finding out about products for themselves. The following key questions are a useful way of collecting information and helping people to understand what a product does.

## Key questions

1. What is it called?
2. What is it made of?
3. Who makes it? (and where is it made?)
4. What variations are available?
5. What is the difference between variations?
6. How much does it cost?
7. How does it compare with similar items in the range?
8. What does it do?
9. What are its limitations/special features?
10. How should it be demonstrated?
11. What are the safety aspects?
12. How should it be taken/used?

## Continuing training

No matter how experienced they are, everyone who works in a pharmacy will need some form of continuing training. This is essential to keep up with changes in systems, new merchandise, new legal requirements, and new personal requirements. This form of continuing training is one which the individual concerned can manage for themselves with some help from colleagues.

## Development

Development training needs to be considered in terms of the pharmacy and the people who work there and is best discussed with the pharmacist.

## Conclusion

A systematic, planned approach to training is vital in helping people to learn what they need to know and be able to do to work effectively and confidently in your pharmacy. Systematic training has benefits for everyone:

- the individual has more competence and skill
  - confidence develops more quickly
  - experienced staff stay up-to-date
  - the pharmacy benefits from more skilled staff and better sales
  - customers get a more professional level of service
- Training is not just about courses, it is about becoming professional and knowledgeable.

(Diane Bailey runs Diane Bailey Associates, a training consultancy in Rochdale)



# Heartburn, excess acid and dyspepsia - who suffers?

*Every year approximately 13 million people in the UK suffer from heartburn, excess acid or dyspepsia. Most sufferers initially try to treat themselves, and consult their GP only if they are unable to control their condition or are worried about their symptoms. Men and women are equally likely to suffer from these problems, and more than six out of ten sufferers are over the age of 35-years-old. We look at some of the treatments available.*

The move from POM to P for H2-receptor antagonists for the treatment of heartburn, excess acid and dyspepsia means that an increasing number of people will come to you for advice.

By listening carefully to your customers, and being aware of the different types of treatment available, you will be able to recommend a course of action (you may need to involve your pharmacist).

Heartburn, excess acid and dyspepsia are usually acid-related problems. However an acidic

environment is needed to perform the digestive process efficiently.

The necessary acid in the stomach is released from parietal cells. One important chemical involved in this process is histamine, which attaches itself to the parietal cells, causing acid to be released.

The point at which it attaches to the cells is called a "histamine receptor".

Overstimulation of these cells causes them to release too much acid - which can then result in the symptoms of heartburn, excess acid and dyspepsia.

Acid production can be reduced by a drug such as

an H2-receptor antagonist (the "H" stands for histamine), which blocks some of the histamine receptors.

Your customers will probably describe their symptoms in one of the following ways:

**Heartburn:**

- Severe pain in the upper chest
- Burning in the back of throat
- Taste of sick
- Burning pain, acid, fire
- Stabbing pain
- Excess acid
- (Nocturnal heartburn —

heartburn that occurs at night — is also very common. It is often worse when lying down, and the pain and discomfort may prevent the sufferer from sleeping.)

**Excess acidity, or dyspepsia:**

- Indigestion
- Bloating feeling or wind
- Churning stomach or stomach cramps
- Excess acid
- Dull stomach ache.

Heartburn is commonly caused by acid in the wrong place. Acid contents from the stomach reflux (ie bubble up) into the





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oesophagus (the tube that connects the mouth to the stomach).

Unlike the stomach, the oesophagus has no protective lining against the corrosive effects of acid, which can therefore cause the pain of heartburn.

Excess acidity and dyspepsia are usually caused by too much acid in the stomach.

This can be because too much acid is being produced, or because the stomach is emptying more slowly than normal, or because there is a lack of acid-neutralising agents being produced by the body.

#### Other factors

#### Lifestyle factors:

- Stress
- "trigger" foods (eg onions, chocolate, cheese)
- Smoking
- Alcohol
- Eating too fast and too late
- Some medicines

#### Physical factors:

- Pregnancy: as the baby grows, it pushes the stomach into a smaller space
- Old age, as muscle tone lessens
- Obesity, or being overweight

Asking your customer questions about the above points will enable you to offer some ideas of how they can help themselves to prevent some symptoms.

#### Customer needs

Customers will want a product which:

- Is effective
- Works quickly
- Ideally, has no side effects
- Relieves the problem for a long time
- Is easy to obtain, to use and to carry around.

They may also want a

treatment to help prevent recurrence, or a treatment specifically for nocturnal heartburn.

Asking the right questions will enable you to establish each customer's exact needs.

The POM to P switch earlier this year of a new class of drugs for heartburn, excess acid and dyspepsia, means there are now four groups of products available without prescription.

**Antacids:** Neutralise acid in the stomach

**Alginates:** Form a "raft" or barrier which floats on top of the stomach contents and prevents acid bubbling up into the oesophagus.

**Antiflatulents:** (or deflatulents) cause little bubbles of wind to join together to form bigger bubbles, allowing trapped gas to be released.

**H2-receptor antagonists:** Block the histamine receptor on the acid-releasing cells in the stomach wall, thereby decreasing acid release.

H2-receptor antagonists are a totally new form of OTC treatment, but are tried and trusted medicines which have been widely used on prescription.

Tagamet 100 is one of the two H2-receptor antagonists now available without prescription.

It contains cimetidine,

which has been available on prescription since 1976.

Cimetidine was the first H2-receptor antagonist to be introduced - it represented such a breakthrough that the idea behind it led to a Nobel Prize for Medicine.

The OTC product, Tagamet 100, is available as 100mg tablets, for the relief of heartburn, excess acid and dyspepsia.

It works in a different way to conventional pharmacy treatments for these conditions.

As an H2-receptor antagonist, it reduces the production of acid in the stomach.

The small, easy to swallow tablets offer long-lasting relief from symptoms for up to six hours.

It is also the only OTC product available for the prevention of nocturnal heartburn.

OTC treatment using H2-receptor antagonists is limited to two weeks, after which customers should be referred to their GPs.

It must be borne in mind that pain around the stomach or oesophagus could mean a more serious problem than heartburn, excess acidity or dyspepsia.

By asking the following questions you can decide if your customer should be referred to the pharmacist. Do symptoms include any of the following?

- Pain in the lower chest
- Very persistent pain
- Severe pain
- Pain in a specific site, or localised tenderness
- Blood in vomit or stools
- Swallowing difficulties.

Have symptoms:

- Changed recently?
- Or are they recurrent?

Is the customer:

- Pregnant or breastfeeding?
- Taking other medications?
- Under 16 years of age?

If the customer answers "yes" to any of the above points, you should refer them to the pharmacist.

SmithKline Beecham are one of the sponsors of the 1994 Pharmacy Assistants Awards programme developed by de Brus Marketing Services Ltd, and supported by Chemist & Druggist.

The selling skills modules in the programme are fully endorsed by the National Pharmaceutical Association, as part of their overall commitment to training for community pharmacy.



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Home pregnancy testing is one of the fastest growing sectors in pharmacy. Although these products are relatively expensive, cost is usually not the issue — reliability and a speedy result are more likely to be the deciding factors for a woman who thinks she may be pregnant.

Women who buy pregnancy tests can be broadly divided into dreaders or yearners. Be careful not to make any assumptions about what result the woman is hoping for.

Although they may wish for different results, both sets of women will have common questions and are more likely to ask you than the pharmacist. You should be able to answer their questions about tests and how they work, correctly and confidently.

## History

Experts believe that modern home pregnancy tests are now so simple, convenient, sensitive and accurate that it is unlikely they will be surpassed by better tests or alternative technology. Today's tests have come a long way from injecting women's urine into female frogs and rabbits — the first method introduced 60 years ago.

Women using the first home pregnancy tests, launched in 1971, had a nerve-racking two hours to wait for their result. Even then, the worrying was not over as false positive results were all too common. It was not until the mid-1980s that the introduction of immunoassay technology techniques led to the development of highly reliable home tests that could be used from the first day of a missed period. Today's tests, if used correctly, are almost 100 per cent accurate and provide results within minutes.

## How they work

All current home pregnancy tests work by detecting the presence of the hormone, human chorionic gonadotrophin (hCG) in urine. The hormone is essential during pregnancy as it stimulates the corpus luteum in the ovary to produce high levels of progesterone and oestrogen to ensure the embryo and foetus remain attached to the lining of the uterus and is present in increasing quantities in the early stages of pregnancy. It is excreted in the woman's urine from

*Could you tell a customer the differences between pregnancy tests and how they work? Maria Murray briefly reviews the products on the market*



# Positive or negative reaction

the eighth day of pregnancy and can actually be detected in blood by a laboratory test even before a period is missed.

All home pregnancy tests use antibodies to detect hCG. The tests work in a similar way to the immune system, where antibodies defend the body by reacting with antigens. In pregnancy tests hCG acts as the antigen and the test solution contains antibodies that will recognise and bond with specific parts of the antigen (hCG). The antibody-antigen reaction usually produces a distinctive colour change which indicates the result is positive.

With today's highly specific tests, a false positive result is highly unlikely, particularly as most tests include a control window to make sure the test has been carried out correctly.

## Double vs Single

Sales of single tests have been outstripping doubles as women become more confident using the tests. Previously tests were less reliable and more difficult to use. Therefore two tests were preferred to make sure the correct result was obtained. At the moment the market is split fairly evenly between single and double tests but this is likely to move in favour of single tests over the next few years.

## At a glance

Although all home pregnancy tests work on the same principle — measuring levels of hCG — there are slight differences between brands in times to produce results and how tests are carried out. Below is a brief guide to the tests on the market:

### • Clearblue One Step

(Unipath)

Single test **£7.95**. Double test **£10.45**.

Result in three minutes

No need to use first morning urine

Can be used on first day of a missed period

**Features:** Test stick is held in urine stream for a few seconds. Results window on test stick.

### • Discover Today (Carter Wallace)

Single Test **£7.85**. Double test **£10.45**.

Result in three minutes

No need to use first morning urine

Can be used from day of missed period

**Features:** Test stick is held in stream of urine for ten seconds. Results window on test stick.

### • Early Bird One-Step (Kent Pharmaceuticals)

Single test **£5.99**. Double test **£7.99**.

Result in two minutes

No need to use first morning urine

Can be used from the day the period is due

**Features:** Test strip is placed in sample of urine, the urine travels upwards, producing one (negative) or two (positive) blue lines.

### • First Response (Carter Wallace)

Single test **£6.85**. Double test **£9.49**.

Result in five minutes

No need to use first morning urine

**Features:** First Response Advice Line (Freephone).

Tel: 0800 525522.

### • Precise (Becton Dickinson)

Single test **£6.95**. Double test **£8.95**.

Result in one minute

No need to use first morning urine

Can be used on first day period is missed

**Features:** Capable of detecting hCG levels as low as 25mIU/ml. Said to be twice as sensitive as any other home pregnancy test on the market. Precise Assistance Line (Freephone) Tel: 0800 515992.

### • Predictor (Chefaro)

Single **£8.25**. Double **£10.95**.

Result in four minutes

No need to use first morning urine

Can be used from the day a period is due

**Features:** Sponge tip is highly absorbent and only requires one second in urine stream. Sponge inserted into cartridge. Display windows on cartridge, reducing the risk of urine splashing result windows.

Predictor Help-Line. Tel: 0235 820603 (during office hours).



# Treat yourself to a new Summer outfit with

1st prize -  
**£250**  
Marks & Spencer  
vouchers  
2nd prize: £150 of  
Marks & Spencer  
vouchers  
10 runner up prizes  
of an Early Bird  
Golf umbrella



Home Pregnancy Test Kits are now commonplace in the modern pharmacy with counter-top displays and growing consumer awareness of the range of products available. Home pregnancy tests can now be recommended with confidence because they are seen as reliable - as recommended by doctors. Sensitive - can detect the pregnancy hormone from the day the period is due. And they are convenient to use. They are fast, and above all can be used in the privacy of a woman's own home.

All OTC pregnancy tests work by detecting the level of hCG (human chorionic gonadotrophin) which is excreted in the urine and increases in concentration daily. Early Bird One-Step is sensitive enough to detect this hormone as early as the first day of a missed period, and uses a urine sample collected at any time of the day.

In the past pregnancy test kits have been perceived by women as expensive especially when buying a two-test pack. New Early Bird One-Step introduces a new era in affordable pregnancy tests by offering a quick, accurate and simple home pregnancy test at a significantly lower retail price than has been available before.

New Early Bird One-Step carries recommended retail prices of just £5.99 for the single test pack and £7.99 for the double test pack, offering really big savings against currently available products.

Early Bird One-Step is available in both a single and double test pack because market research indicated that the consumer buying pattern is virtually 50:50. There are those who have used pregnancy tests in the past and are fully confident in their use whereas there are some who, perhaps, are using them for the first time, are unsure of their dates, have irregular cycles or who just need the reassurance of a second test to confirm their results.

## Performing a test:

Research has shown that many women dislike having to "catch" a urine sample by holding a test pen in their urine stream, so Early Bird has provided a uritainer (urine collection container) simply because many women prefer this method of collecting a urine sample.

The test strip is removed from the foil wrapper, inserted into the swimming and floated in the urine sample; the result is often visible within two minutes. Full visual instructions are given in every pack and a telephone help line is available during office hours.

After conducting the test all components can be easily disposed of because there is no unnecessary or bulky plastic packaging to worry about.

## Reading the result:

A negative result is shown by the appearance of one blue bar in the result window, this is also a built-in control feature and confirms that the test has been performed correctly and shows a negative result.

If she receives a negative result and her period has not started within a few days she should double check her result using another test. If the result is still negative and her period hasn't started she should see her doctor.

A positive result is shown by the appearance of two blue bars in the result window. After receiving this result she should make an appointment to see her doctor.

Whichever result is obtained, the test-strip can be removed from the urine sample, dried and kept to show a partner or doctor.

Early Bird One-Step offers the consumer an affordable, attractively packaged pregnancy test which can be recommended and used with confidence.

E A R L N M B R E D  
L A T E H C S E G W  
B I R Y C S W N T A  
A T M L C T I I V F  
D O P A Y S M A R F  
R W U T G B R T H S  
O S D E U K I I T L  
F O R I S O N R O J  
F E U L H C G U D S  
A T E S T S T R I P

## How to enter the Early Bird competition:

Simply find and circle the following words in the grid on the left. Words can be either horizontally, vertically or diagonally:

**Early Bird Teststrip Affordable Swimming HCG Uritainer**

**Complete your entry and send it to: Early Bird Competition,  
Over the Counter Magazine, Benn Publications Ltd,  
Soveriegn Way, Tonbridge, Kent TN9 1RW.**

Name.....

Pharmacy.....

Address.....

Telephone.....

**Rules:** 1. The competition is not open to employees of Kent Pharmaceuticals Ltd, Benn Publications, their families or the company's agencies. 2. The closing date for the competition is August 30, 1994. Entries received after the closing date will not be accepted. 3. The winners will be drawn from all correct entries on August 31, 1994. 4. The judges decision is final and no correspondence will be entered into.





# The Maladies

## Eye need some help

Sally: "There's something wrong with my eyes. Have you got any drops or cream I can use on them?"

Assistant: "What exactly is wrong with your eyes?"

"I think I may have got a bit of dust in it as it's a bit red and swollen at the edges, although I must admit I have been rubbing it a bit as well?"

"Do you wear contact lenses?"

### Removing particles from the eye

A small particle of dust, grit or make-up, or an eyelash can be very uncomfortable if it gets under the eyelid. Blinking a few times may cause the foreign body to move from under the lid where it can be wiped away.

If this doesn't work, the particle may be located by gently pulling down the lower eyelid and asking the person to look up and then raising the upper eyelid and getting them to look down.

Bathing the eye to effectively 'wash out' the foreign body often helps. If it has become embedded in the eyeball, the person will probably have red, watering eyes and pain. No attempt should be made to remove the foreign body and the patient should go straight to casualty.

Sally Maladie has a sticky problem and wants to know what she should do to ease the irritation

"No. Why, would they cause irritation?"

"If lenses are not looked after properly they can become contaminated with bacteria, fungi or viruses leading to infection. Dust or grit can also get trapped between the lens and the eye causing redness and irritation.

Have you noticed anything else different about your eyes?"

"Yes. This morning my eyelids were stuck together. I just thought I had a lot of sleep in my eye. There are still some flakes along the edge of my eye which I have been rubbing off, but it doesn't seem to do much good."

"It sounds like you might have blepharitis."

"That sounds serious. What is it?"

"It means your eyelashes have become irritated, maybe because of an infection or an allergy. Do you ever get dandruff?"

"As a matter of fact I do, but what's that got to do with my eyes?"

"It seems that people who have dandruff, which is seborrhoeic dermatitis of the scalp, often suffer from blepharitis, so it could be that it is a type of seborrhoeic dermatitis."

"What can I do to get rid of it?"

"Gently scrubbing the eyelashes with cotton wool buds and a solution of boiled, cooled water and baby shampoo (one teaspoon of baby shampoo to one pint of water) will get rid of the crusts. However, it's important to keep cleaning the lids even after the symptoms you have now clear up."

"Is there anything else I can do?"

"You could put some petroleum jelly, like Vaseline, on your eyelids at night to stop any crusts forming. Washing your hair with an anti-dandruff

### Eye relaxation exercises

These exercises stretch the eye muscles in a variety of directions while giving the focusing mechanism in the eye a break.

- Close your eyes then look up to the ceiling and down to the floor. Repeat this exercise three times then take a break

- Close your eyes and look to the left, then to the right. Repeat this exercise three times and take a break

- Close your eyes. Make circles with your eyes looking as far as you can to the side, down and to the other side.

shampoo could help your eyes as well, and lastly it's important not to rub or finger your eyes."

"What if that doesn't work?"

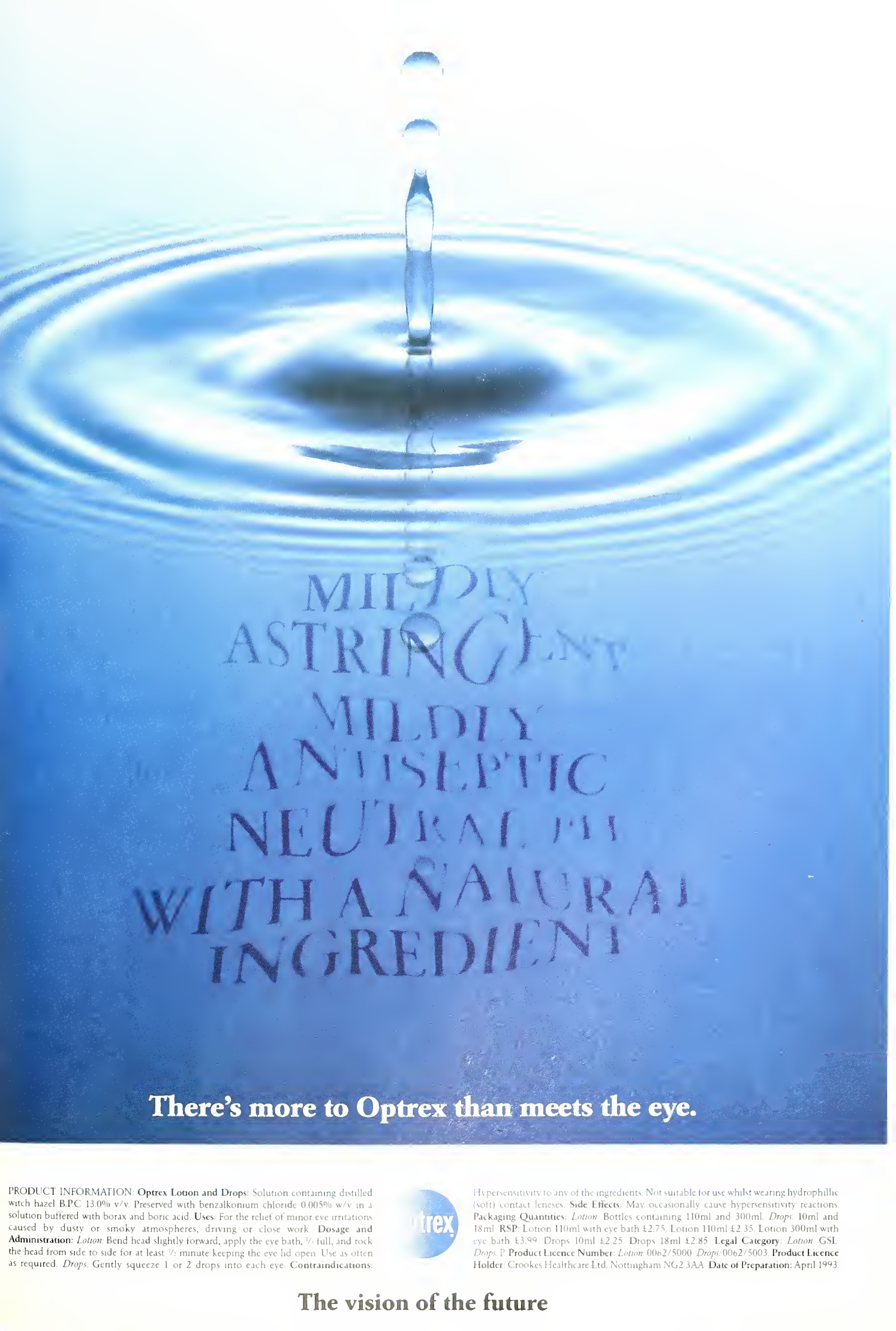
"You can use antibacterial eye preparations. If they don't work, or if your eyelids are still red and swollen after a few days' treatment, you should go and see your doctor who might prescribe a weak steroid ointment, or an antibiotic, or both."

### Eye disorders

Patients commonly present

Continued on p34 ►





MILDLY  
ASTRINGENT  
MILDLY  
ANTISEPTIC  
NEUTRAL PH  
WITH A NATURAL  
INGREDIENT

**There's more to Optrex than meets the eye.**

**PRODUCT INFORMATION: Optrex Lotion and Drops:** Solution containing distilled witch hazel BPC 13.0% v/v. Preserved with benzalkonium chloride 0.005% w/v in a solution buffered with borax and boric acid. **Uses:** For the relief of minor eye irritations caused by dusty or smoky atmospheres, driving or close work. **Dosage and Administration:** *Lotion:* Bend head slightly forward, apply the eye bath,  $\frac{1}{2}$  full, and rock the head from side to side for at least  $\frac{1}{2}$  minute keeping the eye lid open. Use as often as required. *Drops:* Gently squeeze 1 or 2 drops into each eye. **Contraindications:**



Hypersensitivity to any of the ingredients. Not suitable for use whilst wearing hydrophilic (soft) contact lenses. **Side Effects:** May occasionally cause hypersensitivity reactions. **Packaging Quantities:** *Lotion:* Bottles containing 110ml and 300ml. *Drops:* 10ml and 18ml. **RSP:** Lotion 110ml with eye bath £2.75. Lotion 110ml £2.35. Lotion 300ml with eye bath £3.99. Drops 10ml £2.25. Drops 18ml £2.85. **Legal Category:** *Lotion:* GSL. *Drops:* P. **Product Licence Number:** *Lotion:* 0062/5000. *Drops:* 0062/5003. **Product Licence Holder:** Crookes Healthcare Ltd, Nottingham NG2 3AA. **Date of Preparation:** April 1993.

**The vision of the future**



## Continued from p32

in the pharmacy with eye problems. Below are a number that can be managed with OTC products and advice. However, it is important to recognise the limitations of OTC products. Diseases of the eye such as glaucoma, ulcers of the cornea, viral conjunctivitis and problems with vision should be managed by GPs and ophthalmologists.

### Eye sty

A sty looks like a small pus-filled boil on the edge of the eyelid. It is caused by an infection at the root of a single eyelash follicle or in one of the glands associated with the eyelash.

The symptoms of a sty include painful swelling and inflammation of the edge of

- Try not to rub your eyes with dirty hands
- If you wear contact lenses, make sure you clean and disinfect your lenses regularly and remove lenses if your eyes become red or sore
- Eye drops usually should be thrown out one month after opening the bottle
- Even if you don't wear glasses, get your eyes tested regularly — at least every two years.

the affected eyelid. The swelling usually comes to a head within a few days and then bursts, releasing pus and relieving the pain. A single sty usually lasts for 7-10 days when it is left untreated. However, when it bursts the pus released can cause another infection.

A sty can be treated by simply "drawing" the pus from the boil with a compress, or by bathing it with warm water and applying antibacterial

preparations such as Brolene eye drops or ointment.

### Dry eye

Dry eyes, or a lack of tears, is usually associated with an underlying disease. For example, older people with rheumatoid arthritis commonly suffer from dry eyes. The lack of lubrication can lead to irritation,

Naturale, Liquifilm Tears or Minims Artificial Tears, a few times a day.

### Tired eyes

We all have days when our eyes feel tired and "heavy". Quite often this could be after a long day reading or maybe a night out in a hot, smokey pub or club. Modern offices with artificial neon

people find placing slices of a cool cucumber over their eyes refreshes them and reduces any puffiness.

### Hayfever eyes

Allergic conjunctivitis, commonly known as hayfever eyes, was covered in detail in the May/June issue of *Over the Counter*. Briefly, the symptoms are intense itching, a stringy white discharge, normal vision and similar symptoms during previous summers. Both eyes will probably be red and watering.

The switch of sodium cromoglycate drops from POM to OTC has given pharmacists an effective treatment they can recommend to sufferers. Eye drops containing an antihistamine and a vasoconstrictor drug can also provide symptomatic relief.

### Referral

As a general rule, the following groups of patients should always be referred for further medical attention:

- Children under a year old
- Patients suffering visual disturbances such as blurring, or loss of sight
- Patients experiencing pain in their eye
- Patients who have a recurring problem that is not responding to appropriate OTC treatment
- Patients who have suffered trauma, particularly if their eyes are bloodshot and painful.

### Leaflets

Rhône-Poulenc Rorer have produced a range of consumer leaflets outlining the causes and treatments of common eye conditions: allergic and infective conjunctivitis, styes and blepharitis. A wall chart is also being produced that will help in the identification of eye problems by pharmacy staff.



sensitivity to light and in some cases the cornea may harden along with ulceration, scarring and loss of vision.

Fortunately, it can be simply treated by administering drops of a tear replacement solution, such as Isopto Plain, Tears

lighting, central heating and air conditioning can also tire the eyes.

Everyone's eyesight deteriorates with age and an annual visit to the optician can save eyestrain, tired eyes and headaches.

A range of refreshing eye solutions is available. Many

## EVERYDAY EYE IRRITATIONS ARE DRY EYE SYMPTOMS

### Effective Relief in Seconds from Dry Eye Symptoms

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- TIRED/ACHING EYES
- GRITTY/BURNING EYES
- OFFICE/VDU EYES
- SMOKY EYES
- DRIVING EYES



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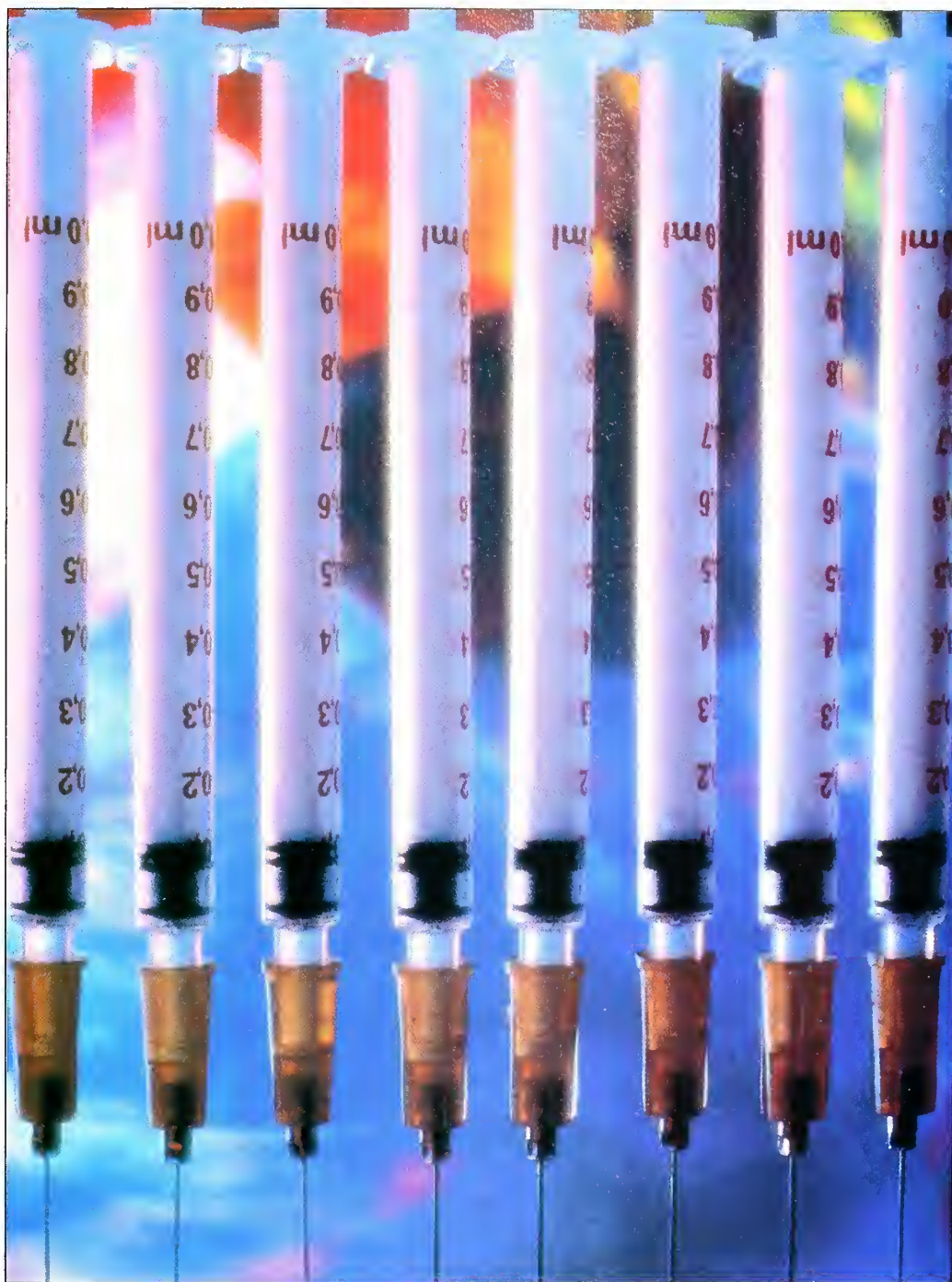
- RESTORES THE EYE'S PROTECTIVE TEAR FILM
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- PRESERVATIVE FREE
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# Getting the needle

*Providing a syringe and needle exchange service in pharmacies benefits the community as well as the drug addicts. Jeremy Clitherow MBE FRPharmS, a community pharmacist in Knotty Ash, Liverpool explains how...*



**Question:** What do a full-time school teacher and author, a research student working on his PhD and a self-confessed burglar all have in common?

**Answer:** They are all signed up and regular weekly users of a provincial Community Pharmacy Syringe Exchange service.

Drug misuse and addiction has no respect for class, profession or sex. We now know for a fact that determined injectors will resort to sharing syringes and needles with other injectors if they are denied

access to sterile equipment and this is why there is a need for syringe exchange services.

We also know the cost to the community of repressive legislation which makes access to supplies either unethical or illegal. The inevitable result is an epidemic spread of injection related disease among and, most importantly, from the injecting community.

### **Dangerous needles**

The drive to have the next 'fix' is unrelenting for an addict. It becomes the focus

of his life. He feels worse by the minute as his body metabolises the circulating drug of his addiction below the level at which his brain dictates that he needs another fix. As his tolerance develops, the dose required to satisfy his need rises or else he needs an alternative route of administration which gives a better 'hit'.

Intravenous injection gives the biggest and most cost effective hit of all. Sadly, it is also the most dangerous: dangerous for them and dangerous for us in the

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**Continued from p35**  
community.

HIV infection, leading to AIDS, is the most widely recognised and feared injection-related disease. There is no cure for AIDS. A confirmed diagnosis of AIDS equates to a death sentence. All we can do is try to prevent infection with the virus.

In addition to HIV, Hepatitis B, A and C, septicaemia, tetanus, boils, abscesses and a multitude of other infections can be transmitted by sharing intravenous drug equipment.

Injectors often experience circulatory problems associated with the blockage of the blood vessels, which can be caused by the intravenous administration of inappropriate drug diluents such as brick dust and plaster. In some cases this can lead to tissue death and gangrene where amputation may be the only solution. Fingertips, whole fingers, whole hands and even entire limbs may be sacrificed.

### Why exchange?

The obvious question is why exchange needles and syringes? If injection related diseases are spread via infected needles and syringes, why not flood the marketplace with sterile equipment, and then no one would ever need to share? The answer is not so simple.

Syringe exchange is a composite package. It relies on a 'sticky' system, that is one which offers the injector something he wants and keeps him coming back to base repeatedly. At each of the return visits the same message is delivered. Sooner or later it goes home and until then it is harm reduction in action.

The public must also be considered and the idea of syringes and needles, used or unused, lying around the community is totally unacceptable to all of us. For both these reasons, flooding the market is a non-starter.

### Practicality

Most exchange schemes supply ready made up packs containing syringes, needles, swabs, condoms and educational material. This information leaflet is very important. It should aim to persuade the reader to change his lifestyle, away from injecting, to a more healthy option. In reality, that may be to keep injecting but stop sharing.

The next step could be a move towards prescription

drugs rather than street purchases. Following on from this, the injector may move, via oral administration of the drug to detoxification and, eventually, a drug free life — the ultimate goal.

However, most of us working in the Drug Services realise, quite quickly, that we live in an imperfect world. We may well have to settle for a half-way house.

Even if we do not succeed completely, any improvement in their lifestyle is harm reduction: harm reduction for them and harm reduction for the community. Being human, people do have lapses, they succumb to temptation occasionally and have a fix

needles which are colour coded orange.

It is useful to keep a pack of 1ml and 2ml ready wrapped under the counter, — distinctive and well known to all members of the staff. It saves a trip and you do not have to turn your back on the client or leave the shop floor.

### Returns?

Your service should be run so that all of the clients have at least one sharps box at home. These boxes vary in size, shape, colour and design. They all have two common factors: they should be safe in use and capable of being incinerated.

Ideally, all of your clients will bring back a used



outside their 'contract'. That lapse should not mean that they have to be excluded from the services but, sadly, some of the more tyrannical administrations do exactly that. Most, fortunately, forgive and forget the occasional relapse.

### Supply and demand

What should you give out to users of the service? The vast majority of injectors know exactly what they need and that is what they will ask for.

It is quite easy to pick up the jargon for their equipment, such as 'spikes' for needles. Your client will usually ask for "a pack of 2ml and some orange spikes" which means he wants 2ml disposable plastic syringes and the 5/8in

sharps box at the same time as they collect their new sterile works. Again, in the real world, this does not always happen. Clients may not want to carry such an obvious container in a public place. Some may want to return their sharps boxes only when they are full. Do your best or encourage them to exchange one for one whenever possible, but do be sensitive and realistic.

### Procedure

There are excellent guidelines on the supply of syringes and needles, available from the National Pharmaceutical Association and the Royal Pharmaceutical Society. If these guidelines are followed, there should never be any cause for concern

over safety or protocol. All shops should, by now, have a Health and Safety folder which is the logical place to keep the syringe exchange guidelines.

### The Liverpool experience

Although the City of Liverpool has the highest percentage of injecting drug misusers in the country, it has the lowest percentage of HIV infection amongst them. This statistic is attributed to the active intervention of the health professionals working in the drug field in the city.

There are two separate and distinct groups in Liverpool Syringe Services. The central one is a formal statutory agency run in close association with the Drug Dependency Unit in the city centre. The other is a city wide ring of 19 community pharmacies operating syringe exchange.

In practice, we find the majority of clients using the pharmacy-based scheme are unregistered addicts, not in contact with the central services and predominantly buying on the street rather than being 'scripted' as they call it.

By their very nature, these unregistered misusers pose a greater threat than their registered counterparts. They tend to use anything they can buy, often do not know what they have bought and finance their habit by crime and pyramid selling of their drugs.

If some system can be found to attract these people into contact with the peripheral service, sooner or later the message "Why not come into the fold?" may sink in and they can be referred inwards to the more specialist or experienced counsellors and consultants.

### Conclusion

Consider what might happen if we didn't have syringe exchange. There could be an epidemic spread of injection-related disease among and from the injecting population and HIV is just one of those diseases. Supplying sterile works to stop the sharing of syringes, apart from helping to achieve the 'Health of the Nation' targets, could be saving countless lives and untold misery in the community.

With acknowledgement to the original author: For the want of a syringe, the patient was lost, For the want of your help, the nation was lost.



# showcase

## Organics haircare range from Elida Gibbs

Organics is a new haircare range from Elida Gibbs which claims to nourish hair from the root. All 16 products in the range contain glucasil, a nutrient naturally present in the body, which the manufacturer says is essential for the health and beauty of the hair. The Organics formula combines glucasil with special polymers to strengthen the hair from root to tip.

The shampoos and conditioners come in variants for normal, dry/damaged and extra body for fine/lifeless hair, retailing at **£1.89** for a 200ml bottle. Shampoos are also available in a family size pack of 300ml for **£2.59**.

A 2-in-1 shampoo and conditioner comes in variants for normal and dry/damaged hair in 200ml and 300ml



packs which retail at **£1.99** and **£2.69**. Three intensive conditioners are priced from **£3.65** to **£4.65**. The Root Nourishing Intensive Conditioner, in a 200ml tube, is said to restore life to damaged hair. Root Nourishing Hair Repair Creme helps mend split ends as well as replenishing damaged hair. Root to

Tip strengthening serum is designed to be left on the hair and is said to give body to weak and brittle hair.

Elida Gibbs will be spending **£10 million** this year supporting the range which will include press and television advertising, poster and sampling. Elida Gibbs. Tel: 071-486 1200.

## Gillette excels itself

The SensorExcel razor is the latest shaving system from Gillette which is claimed to deliver the closest, most comfortable shave ever.

The greater

closeness is due to a 'revolutionary' skin guard consisting of five soft flexible microfins. These microfins gently stretch the skin causing the beard hairs to spring upward, which allows the hair to be cut further down the shaft.

Other features of the new razor include: a new Flexigrip handle with soft, responsive grips; a larger Lubrastrip to improve razor glide; narrow, individually spring-mounted twin blades that constantly adjust to the contours of the face; and an easy-loading system.

The SensorExcel has a recommended retail price of **£3.49**, which includes two cartridges.

Replacement cartridges are priced at **£3.65** for five and **£6.85** for ten.

Gillette is spending **£8 million** on a promotional campaign for the razor which includes a national television advertising campaign which will run from July until September.

Gillette UK. Tel: 081-560 1234.



## New hair appliances from Philips

Philips has extended its range of electrical hair appliances with three new hairdryers, complete with diffuser attachments, and two more models in the Pro-Air Stylers range.

The Philips HP 4373 1600W hairdryer is a smart grey and green colour with a chrome barrel. It has six heat/speed settings and a separate cool button to ensure longer lasting waves and curls. Features include switches placed centrally for left and right handed use, non-slip pads, a detachable inlet filter for easy cleaning and a hanging loop. It retails at **£24.95**.

The HP 4371 1200W dryer with diffuser has similar features to the 1600W, but retails at **£21.95**. Both models are quiet to use.

The HP 432 1000W model is a value-for-money dryer retailing at **£11.95**, is available in white, has two heat/speed settings, a diffuser and is also low noise.

The HP 4471 is a new model in the

Pro-Air Stylers range. It has a volumiser and shaping brush, which makes it suitable for styling and smoothing short- to medium-length layered hair and bobs. The HP 4468 has a volumiser and retractable brush for creating even curls and styles. Both models retail at **£17.95**. Philips Domestic Appliances and Personal. Tel: 081-689 2166.



The Healthcrafts range of vitamins and minerals has been repackaged to reduce customer confusion about the use and content of the different supplements. Each group of products now carries an icon showing the product's use or what it contains. For example, multivitamin products are red and feature a rising sun and the vitamin C range is yellow/orange and carries a rainbow. Words such as 'high potency' have been replaced by details of the level of active ingredients along with the EC recommended daily allowances (RDAs). Ferrosan Healthcare Ltd. Tel: 0932 336366.



## Step by step for new look Oxysept

The Oxysept range will have a new look from the end of July. The new packaging, developed through research with lens wearers, will be the same worldwide which will allow Oxysept users to recognise their lens care products when they are abroad.

To prevent any confusion Allergan is introducing the new



design in two phases. New-look Oxysept bottles will first appear in the original boxes with redesigned boxes being introduced gradually. The basic colour coding — orange for Oxysept 1 Step, blue for Oxysept 2 and pink for Oxysept 1 — remain the same. Allergan Ltd. Tel: 0494 444722



## Facial hair colourant for men

Just For Men Brush-in Colour Gel is a new product specifically developed for the hard to colour hair of moustaches, beards and sideburns. Grey hair can be blended away by simply brushing in the gel, waiting five minutes and then rinsing it out.

The gel comes in four shades: natural light brown; natural medium brown, real black and natural dark brown/black. Each pack provides for up to four applications and retails at **£5.45**.

Combe expect the launch of Colour Gel to expand the market for hair colouring products for men. Research by the company found that 75 per cent of men had never previously coloured their facial hair and 56 per cent had never coloured their hair.

A national television advertising campaign for the brand begins in August. Combe International Ltd. Tel: 081-680 2711.

## Disney favourites for Cannon Babysafe

Three Disney favourites feature on a new range of Cannon Babysafe feeding bottles and trainer cups. Bambi, the Aristocats and Dumbo appear on 8oz bottles with silicone teats, retailing at **£1.79**.

Bambi and some of

his forest friends are seen on a range of Avent Training Cups, which includes a Soft Spout Trainer, a Sealable Trainer, and a Sealable Juice Cup with a straw and a sealable lid. Each cup has a recommended retail price of **£2.99**.



Cannon Babysafe has upgraded the Avent Microwave Steam Steriliser, which previously held three feeding bottles, to allow four bottles and accessories to be sterilised at one go.

The pack is flashed to promote the upgrading and the steriliser is still priced at **£11.99** or **£16.99** with three complimentary Avent 4oz feeding bottles (worth **£7.05**). Cannon Babysafe Ltd. Tel: 0787 280191.



## Silver nitrate wart treatment available OTC

Avoca is a silver nitrate treatment for warts, which is available exclusively from Robinson Healthcare. Each kit contains a silver nitrate wart pencil (95 per cent silver nitrate, 5 per cent potassium nitrate), adhesive dressings, protector pads and an emery board.

To treat the warts the tip of the pencil should be moistened (not by licking it!) and then applied to the wart for one or two minutes. The treatment can be repeated after 24 hours to a maximum of three treatments. If the patient's skin is not healing adequately after a week they should go and see their doctor.

Avoca is a pharmacy product and can only be sold under the supervision of a pharmacist. The kit retails at **£2.95**. Robinson Healthcare. Tel: 0246 220022.



## Bodyform now even better

Sancella says it has improved its Bodyform Invisible range with changes to the towels as well as new pack sizes and prices.

The new towels are only 3mm thick, a reduction of 1mm. A soft non-woven material has been used on the sides and the wings for comfort. Bodyform Invisible Super and Plus Super are now 17 per cent longer which further

increases absorbency.

New Bodyform Invisible Regular and Super are now available in 14s and 12s respectively and retail at **£2.19**.

The company is spending £3.4 million on television advertising and expect to reach over 1.3 million customers with an extensive sampling campaign. Scott Ltd. Tel: 0342 327191.

## Farley's found baby club

Farley's has launched a new club for mothers-to-be and new mums to increase awareness of Farley's products by direct mail and sampling.

Free membership of the Farley's Baby Club for a year will be offered to women in late pregnancy. Members will receive three mailings including copies of Farley's *Baby and Me* magazine and Farley's weaning product samples. It is estimated that 300,000 mothers will be reached through the programme.

● Crookes plans to sell Farley's to HJ Heinz for £94 million. The deal will go ahead if it is not referred to the Monopolies and Mergers Commission. Crookes Healthcare. Tel: 0602 507431

## New Milk Teeth toothbrush from Macleans

Smithkline Beecham has launched Macleans Milk Teeth toothbrush for children up to six years.

Unlike other children's brushes that are designed to be used by parents, Macleans Milk Teeth is designed to be used

by the children themselves. It features an extra wide handle and soft rounded bristles on a small brush head that can reach back teeth.

The brush is available in six bright colours in sparkly and non-sparkly designs

and retails at **£1.94**.

Young mums will be encouraged to try the new brush by including a 25p off coupon for the toothbrush in 750,000 Bounty bags. Smithkline Beecham Consumer Healthcare. Tel: 081-560 5151.



# Summer skin revelations



Summer ain't what it used to be. Gone are the days when we seemed to bask in the glorious sun without a care in the world. A black cloud of realisation has appeared on the horizon, as people wake up to the potential dangers of excessive sun exposure and the need to adequately protect themselves and their children. But for many of your customers the skin worries won't stop there, as Summer also brings with it biting insects preying on unsuspecting folk.

E45, the dry skin care specialists, has compiled a dossier of five common dermatological problems which are likely to require your consultation during the Summer months.

**1. Sunburn.** Red, hot and uncomfortable, sunburnt skin needs cooling and rehydrating with a soothing lotion or emollient such as Lotion E45 or Cream E45. Customers with sunburn should cover up and stay out of the sun for at least 48-72 hours or until the skin has completely healed. Calamine lotion will also be helpful.

Obviously, prevention is better than cure so recommend the use of an effective sunscreen, such as those in the Sun E45 range. Sun E45 offers three water resistant and long lasting high protection factors - 8, 15 and 25 - for sun sensitive adults and children. The new sunstick also makes it easier to protect those more vulnerable areas, like the nose, lips and tops of ears.

**2. Sun allergies.** PLE (or polymorphic light eruption) is a light sensitive disorder caused by the sun's UVA (allergy) rays. It is often mistaken for prickly heat and at its most severe, PLE resembles eczema.

Sun E45 SPF 15 lotion or SPF 25 sunblock cream, both with maximum four star UVA protection, will help prevent further problems. Sun E45 is particularly suitable for sun sensitive skins, as it is perfume free and contains the non-chemical sunscreen, titanium dioxide, which reduces the risk of skin irritation.

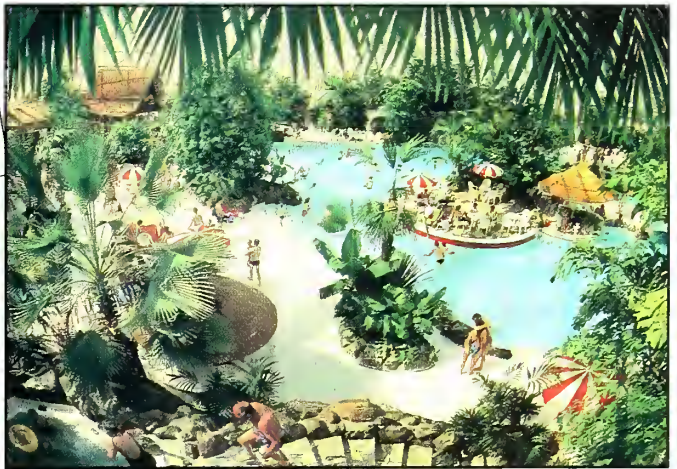
**3. Prickly heat.** Prickly heat is caused when sweat cannot evaporate and is common in hot, humid weather. It usually appears in elbow

creases and other crevices as a red, blistering rash. Calamine lotion or witch hazel may be soothing and helpful. Advise customers to wear loose cotton clothing which will be more comfortable.

**4. Stings.** Bee and wasp stings are particularly painful. Stings should be removed with sterilised tweezers and not squeezed. The affected area should be bathed with cold water.

**5. Insect bites.** For customers with inflamed bites, treatment with a 1 per cent hydrocortisone, such as Hc45, from the makers of Cream E45, will help to reduce the swelling, as well as calm any associated irritation. It is also recommended for treating allergic and contact dermatitis. However, it is not suitable for other skin conditions, or certain individuals, so always read the label and ask your pharmacist for advice.

E45 and OTC have joined together to offer one lucky pharmacy assistant the opportunity to recharge their batteries, after the busy holiday sales period, and win a superb relaxing short break in the exclusive, all year round, Center Pares holiday village, set in the heart of the beautiful Nottinghamshire or Suffolk countryside. Center Pares is a wonderful combination of the villa holiday, sports complex, country club and health farm and is truly the British holiday the weather can't spoil. For a brochure call 0272 244744.



## How to enter:

All you have to do to enter is answer three simple questions:

1. Which of the sun's UV rays is responsible for PLE?
2. What new Sun E45 product is available this Summer?
3. Which three inflamed skin conditions can Hc45 be used to treat?

**Please send your answers on a postcard, stating clearly name, name of pharmacy and address to Sun E45/OTC competition, Chemist & Druggist, Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW.**



**Rules:** 1. This competition is open to UK pharmacy assistants only. It is not open to employees of Crookes Healthcare, their families or agents. 2. All entries become the property of Crookes Healthcare. 3. Only one entry per person is allowed. 4. The closing date is August 30, 1994. Entries received after this date will not be acceptable. 5. No alternatives, cash or otherwise will be given as prizes. 6. The editor's decision is final and no correspondence will be entered into. 7. The first correct entry drawn on August 31, will be the winner. 8. The prize winner may be liable to income tax and it is the sole responsibility of the individual to declare any such win on their annual tax return.



## Conditioning hair colorant gel from Clairol

Ultress is a new conditioning permanent hair colour from Clairol. Its 'luminescent gel' formula is said to ensure colour durability, peak condition and create added shine. Ultress is available in 18 shades ranging from lightest blonde to soft black and retails at £4.89.

A conditioner in the developer lotion works during the colouring process. Two additional sachets of conditioner are also

included for use straight after colouring and between colour applications.

Home colorants are used by 29 per cent of women but research has shown that as many as three out of every four women who browse around displays of hair colorants don't buy a product. This could perhaps be because they are unsure which product is the most suitable and need some guidance. Clairol has a freephone advice line (0800 181184) which customers or pharmacy staff can contact for further

information.

The launch of the Ultress is being supported by a £2.4m

national television advertising campaign. Bristol Myers Co Ltd. Tel: 0895 639911.



## Milk protein free Liga

Gluten-free, low sugar Liga Rusks have been relaunched and are now cow's milk protein free. It is estimated that approximately one in 25 of the 730,000 babies born each year are allergic to cow's milk protein and the lack of a suitable rusk has made the weaning of such children very difficult.

The rusks are also egg-free for the small number of children who are allergic to eggs. They contain no artificial colourings or flavourings and have no added salt or preservatives. New Jacob's Gluten-free Liga Rusks have a recommended retail price of £0.99.

The Jacob's Bakery Ltd. Tel: 0734 492000.

## Blue Poppy fragrance for Bronnley range

Bronnley has added a new fragrance, Blue Poppy, to its almond oil range of toiletries. This is the sixth fragrance in the range and takes its inspiration from the flower that grows in the Himalayas. Bronnley says the new fragrance has less of a

floral note than other fragrances in the range with a fresh, crisp scent.

A full range of soaps, toiletries and perfumes is available in this fragrance with co-ordinating packaging featuring a blue poppy motif.

There is a selection

of soaps: bath (singles £2.30, box of three £6.90); hand (single £1.75, box of three £5.25); guest soap (£0.75); travel soap in a case (£1.95); a soap on a rope and a sponge soap (both £4.45).

Bath preparations include a moisturising bath foam (£4.95); bath

oil (£5.95); bath crystals (£4.95); and cubes (£3.95). A new addition to the range is a shower gel (£4.95) complete with a storage hook.

The talcum powder is available in a standard bottle (£3.55) and the dusting powder comes with a puff (£4.95).

Moisturising treatments for the body include a hand cream containing provitamin B5 (£2.95) and a hand and body moisturiser (£4.95). A new addition is a moisturising body spray (£5.95) which is a milky lotion packaged in a glass bottle with a pump.

To complete the range Bronnley has developed Blue Poppy perfume for a refreshing body splash cologne (£8.95) and a 50ml eau de toilette spray (£7.95).

H. Bronnley & Co Ltd. Tel: 0280 702291.

## Savlon

### LUCKY NUMBER COMPETITION

Check the lucky numbers on your Savlon point of sale items against the list below.

If you have a winning number, call the Hotline on 071 431 5444 immediately and Savlon will send their adjudicator to verify that the point of sale item is on display in your pharmacy and award your prize.

Then choose the Hitachi 25" colour TV or a weekend in Paris - it's up to you.

#### THE LUCKY NUMBERS

1,710	15,760
3,692	16,845
4,821	17,256
6,974	19,723
9,898	20,682
10,800	7,964
12,107	14,815
13,675	3,749

#### Conditions:

1. All prizes must be claimed by telephoning the Hotline by 31/8/94.
2. Prizes will only be awarded if the adjudicator verifies that the winning number point of sale item is on display in the pharmacy.
3. Winning numbers are only published in OTC magazine or available from your Zyma representative.
4. The choice of prizes offered is available to the winner. However no cash alternative is available.
5. The winner must have the consent of the pharmacist / owner to participate.

Promoter: Zyma Healthcare, Holmwood RH5 4NU.

**Apply some savvy. Apply some Savlon.**







## SureGrip on the market

Wisdom has brightened up the toothbrush market with the launch of SureGrip toothbrushes. The brush features non-slip thumb grip ridges of rubber, giving better control, a smallish angled head and round-ended medium or firm filaments, which means the brush is gentle on the gums. The brush has a colourway handle and co-ordinated filaments.

Retailing at £1.09, it is available in six primary colours to help solve the problem of buying different coloured brushes for all the family. As 70 per cent of toothbrushes are bought by women, Wisdom will be advertising in women's magazines in a bid to reach an estimated 70 per cent of the target audience. Wisdom. Tel: 0440 714800.

## Innoxia relaunched

The Innoxia range has been relaunched with a rationalisation of products and new packaging. The new range of ten products, of which eight are reformulations of original Innoxia products, will replace the current range of 23 products and should be in the shops in September.

The products in the cleansing range are: Deep Cleansing Face Mask, **£3.99**; Gentle Facial Scrub, **£3.49**; Vital Foaming Wash Gel, **£3.99**; Gentle Cleansing Milk, **£3.49**, and Revitalising Toner, **£3.49**.

Moisturisers in the new range are: Effective Moisturising Lotion, **£3.99**; Effective Moisturising Cream, **£5.49**, and Moisture Enriched Night Cream, **£5.99**. One & All Hand Cream, **£2.99** and Free and Easy Roll-on deodorant with anti-perspirant ingredients, **£3.49** are the body care products. Network Management Ltd. Tel: 0252 29911.



## New look for Bio-Light

Bio-Light, the three day detox plan, is being relaunched with a new look and three new flavours: Wild Fruits, Citrus Fruits and Woodland Fruits.

None of the new flavours contains aniseed which appears to be an 'acquired taste' in Britain. However, aniseed lovers need not despair as the original flavour, with aniseed, is still available.

The diet plan has been improved to

increase the efficiency of the detox programme and includes a section on food combining in association with Bio-Light.

The new packaging features a drawing of a dancing figure which promotes the image of inner cleanliness and vitality. The shade of packaging is different for each flavour. The price of Bio-Light remains at **£12.99**. Bioconcepts Ltd. Tel: 0705 499133.



## New energy supplement

Bioplus is a new fast-acting energy supplement from Adcock Ingram. It is available as a syrup or effervescent tablets and has been available

in South Africa for 20 years.

The Bioplus formulation contains B-complex vitamins, calcium and caffeine. The syrup contains a high concentration of glucose for immediate energy and is cherry brandy flavoured. The effervescent tablets, introduced in 1990, also contain vitamin C and are dissolved in water to form a tangerine flavoured drink.

The recommended daily dosage of Bioplus is two 5ml spoonfuls of syrup three times a day or one tablet, dissolved in water. The syrup retails at **£3.49** for a 200ml bottle. A tube of ten tablets has a retail price of **£2.39**.

Adcock Ingram are supporting the launch with a £400,000 radio and poster campaign. Adcock Ingram. Tel: 0533 650350.

## A hive of activity at Sara Lee

Sara Lee has been very busy of late with new lines and relaunched of existing brands.

The Amplex range of anti-perspirants deodorants has been relaunched featuring a new 'anti-stain' benefit which is highlighted on the packs with the use of a white T-shirt logo. Roll-ons, available in five variants, are now packaged in chunky, clear 60ml bottles which retail at **£0.95**. Aerosols come in three variants and retail at **£1.49**.

A new 2-in-1 shower gel and body lotion is being introduced to the Bades range. The lightly fragranced, white lotion with glycerin and moisturiser replaces the existing moisturising shower gelée. The 200ml pack

retails at **£2.19** and 50ml trial size packs, **£0.49**, will be available from the end of August for four weeks.

Radox Showerfresh has also launched a new 2-in-1 sub range. Dual Shower and Body lotion and Dual Shower and Body Scrub (the UK's first shower gel with exfoliant) both retail at **£1.89**.

The Radox Herbal bath range has also been relaunched and now consists of seven colour-coded variants, in clear bottles with colour-matched caps at prices ranging from **£1.49** for a 400ml bottle to **£2.79** for a 1-litre pack.

This month Sonic the Hedgehog became the first licensed character from the Mafey bubble bath range. Sonic Mafey is a blue bath liquid packaged in a character-shaped bottle and retails at **£3.99**. The company is

also launching two shower gels, featuring Sonic and his friend Tails, to coincide with the launch of Sonic Mafey.

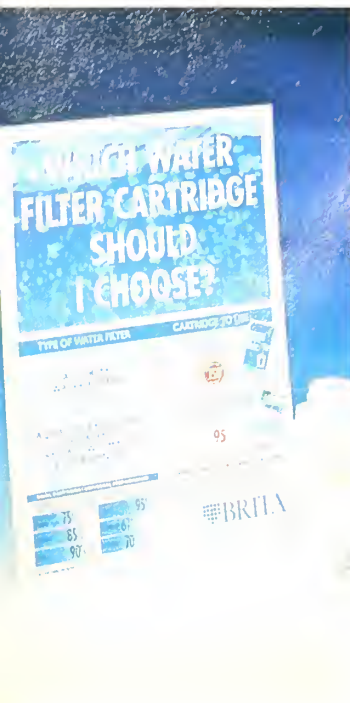
The shower gel is packaged in flip-cap packs, featuring holographic labels, and retails at **£1.99**. Sara Lee Household & Personal Care. Tel: 0753 523971



Numark has launched its own-brand range of single-use cameras to take advantage of the growing interest in this type of camera. The camera is available with or without flash together with 24-exposure 400 ASA, colour print film. The daylight camera is priced at **£4.99** and the flash version at **£7.99**. Numark. Tel: 0827 69269



## An even better Brita filter



Brita, the water filter manufacturer, has launched Brita Universal, a cartridge specifically designed to fit the leading brands of domestic jug filters.

The new Brita Universal filters up to 95 litres of water compared with 150 litres for the Brita Cartridge.

The Universal filters will retail in singles at £2.99 or packs of three at £8.75.

To support the launch, Brita has produced new showcards which help customers with their choice of cartridge and can be used to form a display. Brita Water Filter Systems Ltd. Tel: 0932 770599.



Smith & Nephew is relaunching Cidal medicated soap with new packaging featuring turquoise and yellow colourways. The company expects the relaunched product to appeal to a younger audience than its current customers and predicts a demand from women and men over 25 years old and families. To support the brand there will be extensive sampling and reader offers. The Cidal formulation, which is said to remove 85 per cent of bacteria from the skin within three days, will remain untouched, as will the existing product sizes. Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750



Caladryl lotion and cream have been repackaged in individual colour-coded livery — orange for the lotion and blue for the cream. The new design highlights the formula and its applications in skin irritations and itching. Warner-Lambert Health Care. Tel: 0703 620500

## Yardley launch Aromatherapy range to match the mood

Yardley Aromatherapy is a collection of pre-blended aromatherapy products in three mood-matching ranges: Revitalising with rosemary oil, Calming with sandalwood oil and Sensual with ylang

ylang oil.

The Aromatherapy Collection includes massage oil, massage lotion, soap, bath oil, foam, shampoo and shower products. Every product in the collection contains 1 to 1.5 per cent pure essential oil.



Yardley says the ready-blended products remove the risk of misusing the potent essential oils. All items use non-animal tested formulations.

The 100g soaps are priced at £1.49 and all other products retail at £2.99. Limited edition trial sizes are also available at £0.99 in 50ml packs.

The colour coding — green for Revitalising, peach and apricot for Calming, and mulberry pink and purple for Sensual — allow the customer to identify the variants. Yardley Lenthic Group. Tel: 0268 522711

## Wild Rain for Gillette Series

Wild Rain is the second signature fragrance for the Gillette Series range of mass market male toiletries. The Wild Rain fragrance combines fresh herbaceous top notes with spicy woody middle notes and mossy amber base notes.

The shaving products include a gel (£2.39), shaving foam (£1.79), and a shave gel concentrate (£1.85), which are all



The Original flavour of Colgate Plax dental rinse has been replaced with a New Classic flavour which is said to have a better taste. Trial size bottles of 100ml are available to encourage consumers to try the new flavour which is available in 100ml, 250ml and 500ml bottles retailing at £0.99, £2.19, and £3.49 respectively. Colgate-Palmolive Ltd. Tel: 0483 302222



enriched with aloe. Aftershave lines include a gel and a balm, both priced at £4.25, and an aftershave splash, £6.99. The aftershave splash, which is a new line for the Gillette Series is also being introduced to the Cool Wave range.

Deodorant products are a clear gel anti-perspirant

deodorant (£2.39), and anti-perspirant stick (£2.19), and APD aerosol (£2.19), and a deodorant body spray (£2.19).

More than two out of every three men use aftershave regularly and one in four daily. The aftershave market is estimated to be worth £266 million. Gillette UK. Tel: 081-560 1234.





During the past few weeks I have been in training in the pharmacy, in particular training of counter staff, has been a subject I'm talking about. Presumably this is because of the possibility that all pharmacy staff will have to complete some sort of formal training for some time (I've been told), or it could be because it's the time for enrolling on the various courses which start in September.

Having taken on two new members of staff recently this is very topical. They have been employed to work 'on the counter' rather than fill shelves and so far (after two weeks) their training has been non-existent. They have been left by the boss to 'pick it up as they go along'. While I agree that hands on experience is one of the best ways to really get to know the products available and how best to recommend them, I

think this is taking it to an extreme. Some formal training for all pharmacy staff is absolutely essential, especially now with so many new products on the market and the transfer of products from POM to P, where sales have to be monitored more closely than normal.

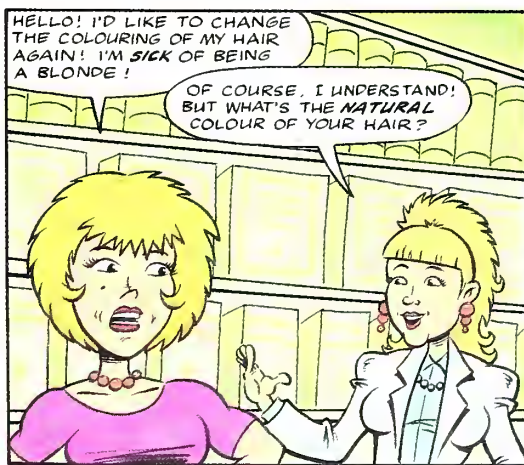
Having heard the new girls struggling on more than one occasion and, having helped them out, I spoke to the manager and suggested that they needed a little more help or maybe some special training. I could tell the latter wasn't a very popular choice and the subject was dropped. A few days later I overheard a conversation between one of the new girls and a customer about psoriasis in the hair/on the scalp which seemed to be quite bad. To my horror some obscure banana lotion was being recommended, followed by a very graphic description of the girls' own problem. I had never heard of this lotion and I knew we didn't stock it so I very tactfully interrupted and suggested some T-gel shampoo might be a better idea. That was it — red rag to a bull time!

I started pestering the boss again about some training. Three weeks on, and it has all been worth while. He has agreed to let me help train the new girls and other staff once a week, picking one topic per week such as suntan preparations, indigestion remedies and pain killers. These small training sessions are going to carry on until we all enroll for the OTC training run by the NPA. I must admit the training sessions with the girls were met with a little resistance at first, but now they are going really well and they are teaching me a thing or two!

With all this talk of training the counter staff, the dispenser in the pharmacy has been nagging as well and is currently being considered for the NPA dispenser training course, which is great.

## MEANWHILE...

BY BAM!



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## PRODUCT INFORMATION

**Presentation:** Colourless gel with lavender fragrance containing ketoprofen BP 2.5% w/w

**Indications:** Relief of pain and inflammation associated with backache, muscular and rheumatic pain, sprains, strains and sports injuries

**Dosage:** Apply a thin layer of gel to the affected area three times a day for up to 7 days. After the gel is applied it should be rubbed in well.

**Elderly:** As above

**Children:** Not to be applied to children under 12 years of age

**Contraindications:** Patients with hypersensitivity to ketoprofen, ibuprofen, aspirin or other non-steroidal anti-inflammatory agents, patients suffering from or with a history of bronchial asthma or allergic disease, exudative dermatoses, eczema, sores and infected skin lesions or broken skin

**Precautions:** Oruvail Gel should not be applied to mucous membranes or eyes, or used with occlusive dressings. Caution in patients with severe renal impairment. Should a skin rash occur after gel application, cease treatment. Treatment should not continue for longer than 7 days. If symptoms persist consult doctor. Keep gel away from naked flames.

### Use in Pregnancy and

**Lactation:** Only when prescribed by a physician - see data sheet

**Adverse Reactions:** Skin reactions, including pruritus and localised erythema

**Legal Status:** 30g Packs. P

**Retail Selling Price:** £3.95 (inc. VAT).

**Product Licence Number:** 12/0243

**Product Licence Holder:** May and Baker Ltd, Dagenham, RM10 7XS.

**Distributor and further information available from:**

Rhône-Poulenc Rorer, St Leonards Road, Eastbourne, BN21 3YG

**Date of Preparation:** July 1993

## References

1. Chemist & Druggist, February 1994

2. Audit data Infocan NMRA, Total Chemist excluding Boots, four-weekly audits on 5th March 1994

3. Givonnet, J.C. *et al* Rheumatol Rehabil Suppl 11:14, 1976

4. Data on file

# £3m promotional spend, including TV and national press



That's what Rhône-Poulenc Rorer are putting behind Oruvail Gel. For you. Because Oruvail Gel, in 30g tubes, is available only in pharmacies.

At just over £1 per tube sold<sup>1</sup>, profit margins are high. And so has been the response from the market-place – the last TV campaign generated a 25% sterling share of the topical NSAID market for Oruvail Gel.<sup>2</sup>

Oruvail Gel contains ketoprofen, which is extremely potent in inhibiting the synthesis of the prostaglandins that cause pain<sup>3</sup>. Furthermore,

Oruvail Gel has been shown to be clinically superior to piroxicam gel in soft tissue injuries<sup>4</sup>.

Oruvail Gel - real business with serious support.



# Oruvail<sup>Trademark</sup> gel

## Ketoprofen

The key to deep down relief is the ketoprofen